The Launch Video Pilot Course

The Teleprompter And You

Where Technology Meets Charisma

The Purpose of a Teleprompter

To help you deliver a polished and professional performance while saving time, money and hassle

The Hardware

The Teleprompter



CaddyBuddy Teleprompter for iPads & Androids

http://caddiebuddy.com/teleprompter-for-ipads-androids-and-phones/

The Tripod



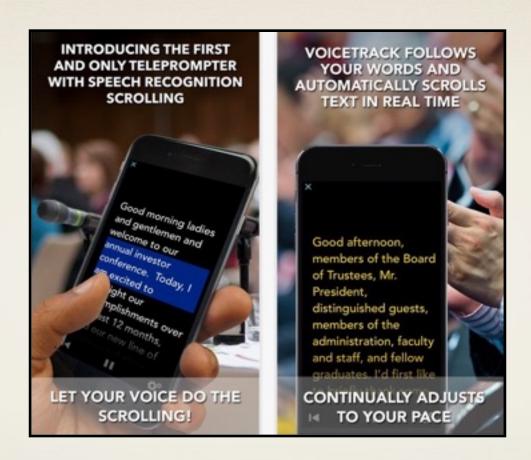


Velbon DF-60 Tripod W/3-Way Panhead

Velbon DF-60 Tripod

The Software

It's an App, App, App, App World



PromptSmart Pro for IOS

at the App Store

It's an App, App, App, App World



PromptDog for Windows

at promptdog.com

It's an App, App, App, App World

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There's always Free

at http://www.freetelepromptersoftware.com/windows

What About You?



How Do You Prepare?

Preparing for Proper Prompting



The Practical



The Personal

The Practical



The Practical

Setup

Lens just above eye level
Distance from you to the prompter

How Far From the Prompter?

Formula: Stand 18" away for every 1 square foot of screen area

Example:

iPad 2 screen size: 9.5×7.5 " = 71.25 square inches

71.25 square inches / 18" = 4 feet

Stand at least 4 feet from the Teleprompter

The Practical Writing

Informality
Heightened Reality
Stories
Examples
Metaphors and Similes
Style

The Practical Formatting and Speed

Center text
Plan pauses
Plan rate increases
(See SellOnSite for diacritical markups)

The Practical

Rehearsal

Cold Reading = Spontaneous but Clunky Rehearsed Reading = Relaxed but Boring Semi-Rehearsed = Humanity & Professionalism

Authenticity
Energy
Role
Expressiveness

Authenticity

Authenticity is not lack of preparation. It's committing to choices.

Showing the parts of you that are aligned with the values you represent

Energy

The camera steals 50% of your energy.

Take it back!

The Personal Role

Teacher, Evangelist or Friend?
Choose one.

Expressiveness

Intention

Passion

Posture

Props

Body

The Personal
Troubleshooting

Not enough energy
Too much energy
Too mechanical
Too polished

Homework

Shoot 1 of the template videos. Use the following criteria:

- Transfer 1 minute of your script to the teleprompter software
- Shoot
- Post for feedback

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