

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

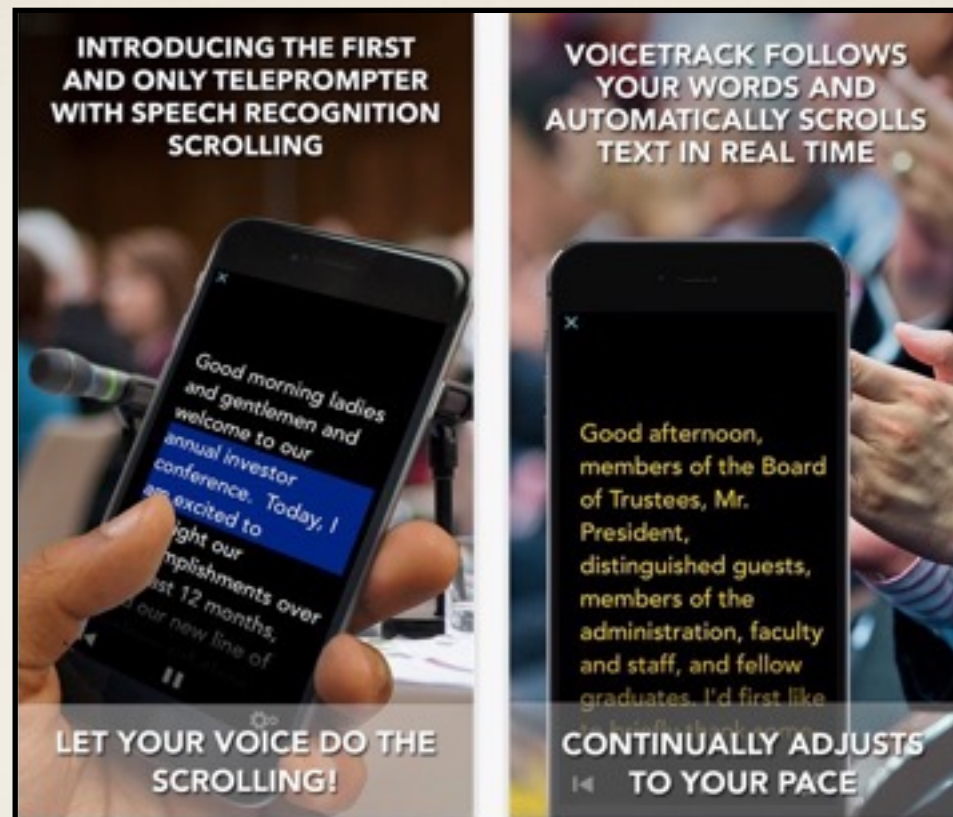


Velbon DF-60 Tripod W/3-Way Panhead

[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



There's always Free

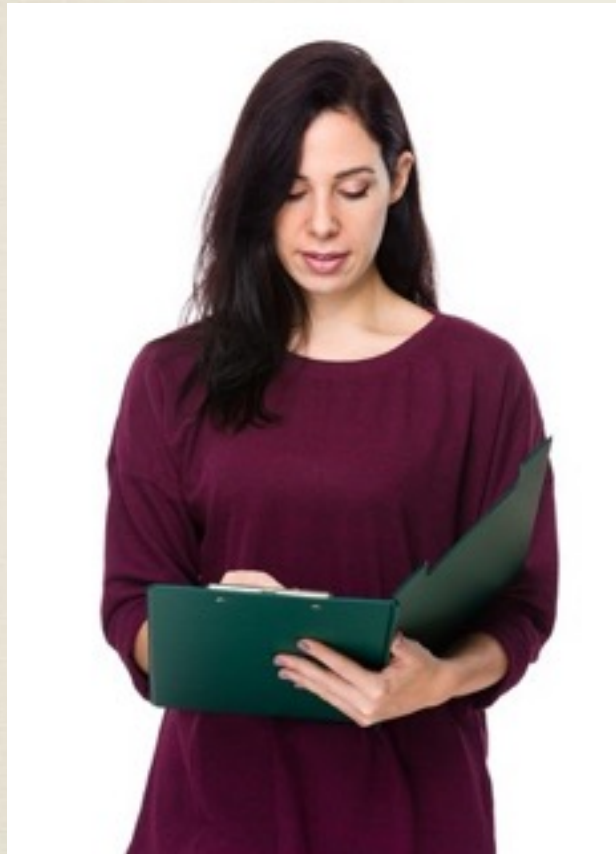
at <http://www.freetelepromptersoftware.com/windows>

What About You?

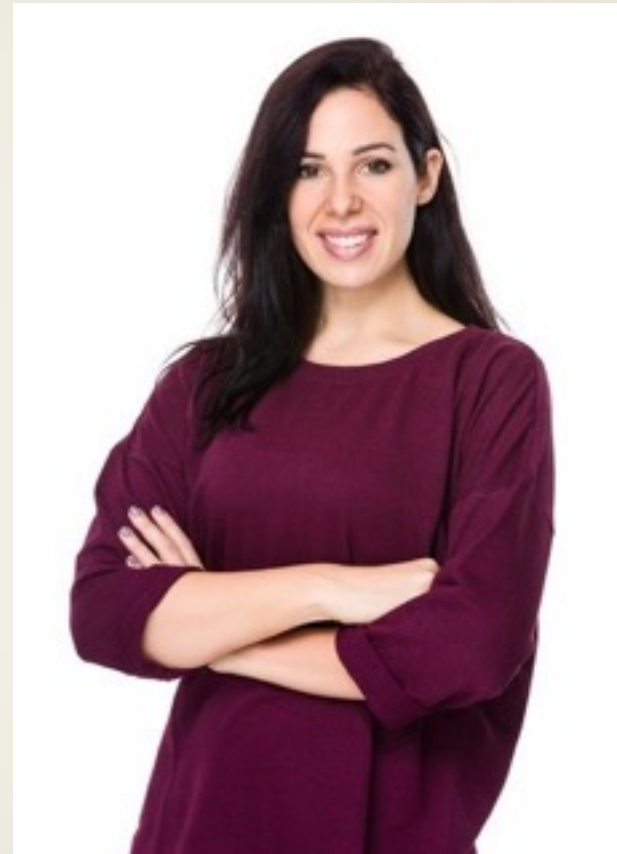


How Do You Prepare?

Preparing for Proper Prompting



The Practical



The Personal

The Practical

Setup
Writing
Formatting & Speed
Rehearsal



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: $9.5 \times 7.5'' = 71.25$ 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

The Personal

Authenticity

Energy

Role

Expressiveness

The Personal 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

The Personal Energy

The camera steals 50% of your energy.
Take it back!

The Personal Role

Teacher, Evangelist or Friend?

Choose one.

The Personal 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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