



Red Carpet Session Presentation Guide

You might be wondering, “What can I say in just 1.5 minutes?” The answer? Plenty! Television interviews often cover an author’s entire 180-page book in just 180 seconds. Although your AAE presentation might be your first author talk, it certainly won’t be your last. Don’t feel pressured to say everything. Rather, focus on saying one thing—well. And remember...I BELIEVE IN YOU.

KEEP THESE TIPS TOP OF MIND:

1. **Record your video horizontally if using your smartphone.** Think YouTube Size.
2. Consider **your background**. Nothing too fussy.
3. Lighting should be even and bright.
4. **Stabilize** the camera with either a tripod, or something stationary.
5. Stay the same distance from the camera.
6. **Anxiety is just your body’s way of getting prepared.** Invite it. Don’t fight it.
7. People don’t know your script. Therefore, **there is no such thing as “messing up.”**
8. **You are now the perceived expert** on your topic. Don’t try and prove it. Show it.
9. **Make your audience the star** of the show, not yourself. Focus on their needs and how your book benefits them.
10. **Don’t waste words** (Ex. “Hi, it’s great to be here...” OR “Hello ladies and...” OR “My name is...”)
11. **Jump right in with a story or anecdote.** Take us to a place in your book or life, just like a scene in a movie. (Ex. “Bewildered, I sat on the cold floor wondering what would happen next...” OR “So this is what freedom tastes like,” I whispered. That day the sun seemed brighter. The sky looked bigger. The world felt warmer...”)
12. **Use a sharp close and a sharp finish.** The first 15 words and last 15 are the most memorable.
13. **Preparation is the key to success.** Don’t leave anything to chance.
14. **Don’t wing it.** Practice shows.

15. Plan on spending **1 hour prepping for every 1 minute recording. (Remember, you only have 90 seconds)**
16. **You never know who'll be viewing your session**—future clients and maybe future partners.
17. Enjoy yourself and smile. **Your confidence and warmth will show.**
18. **Be yourself.** Viewers can sniff out imposters in nanoseconds.
19. **Use a style that works for you.** (*Ex. I like to over prepare and then rely upon a mental outline instead of a script.*)
20. If you go with a written script or outline, **print it out as a backup and tape it above your camera.** Don't read it off your smartphone or paper on screen. Use a comfortable font size.
21. **Remove any words** that don't match your personality and style.
22. Make eye contact. **Speak to the camera, not down at words on your screen.**
17. Amp up your energy. Record standing up if possible.
18. **Don't be afraid to use humor,** if it's practiced, proven, and low risk.
19. **Test your microphone and lighting** before you begin recording.
20. If you move your hands when making gestures, **remember the screen size (don't make gestures off camera), don't hit your lapel microphone** if using one.
21. **Speak from the heart.**
22. **Dress in a way that complements your message.** Don't distract and shoot for a style slightly above your audience. (Too casual and they don't take you seriously. Too formal and they can't relate.)
23. Imagine yourself on stage. **Consider your posture.**
24. **Don't sell. Serve!** At the Igniting Souls Conference you are a guest presenter. Dozens of other authors will be sharing too. Although certain speaking events are designed for a pitch, ISC is not one of them. Now is your chance to defer the ask and let others edify you instead.
25. **Pray.** (If you know the Truth, you already know you're simply the messenger.)
26. Bottom line...**be present, have fun, and embody a soul on fire.**