

Shine Online Performance VIRTUAL Program Overview

After training more than a thousand business owners on video, Jaeny Baik has developed the **“Shine Online Authentic Performance System.”** This system leverages the mental, emotional, physical and soulful energies required to deliver a powerful, engaging message on video. Once these presentation skills are acquired, potential customers feel like they know, like and trust you on camera. Impactful online videos are essential for digital marketing today. All you need is a cell phone camera!

Delivery Method:

The *Shine Online Performance VIRTUAL Program* is a combination of:

- multiple online video trainings in 6 modules.
- downloadable pdf guides and exercises so you can learn at your own pace.
- live webinar trainings, where students meet in groups, are held every 2 weeks. During these trainings, learning objectives are reviewed, and students discuss the content from the assigned video modules to solidify their understanding of the material.

This program teaches you...

- why so many people “freeze” or stiffen up when recorded on video.
- how to overcome that obstacle so potential customers want to work with you after watching your video.
- a step-by-step process so you know what to do every time you step in front of the camera.
- strategies to save time and record video blogs with ease using the Shine Online system.
- fun, practical exercises that train you to record technically strong videos so you’re proud to post them online. This program isn’t just theory!

Learning Objectives:

- To cultivate a “video mindset” by understanding key concepts that impact one’s relationship to the camera (eg. Validation Gap, Perceived Perception Gap, Humanizing the Camera.)
- To experience the skewed relationship between camera input levels and the energy output required for confident video performances.
- To execute cell phone video recordings that are technically strong with proper lighting, audio, framing, an eye for stability, backgrounds, wardrobe and makeup.
- To recite by memory and rehearse Jaeny’s signature “SHEEE” style of emotional expression, using body language to establish trust on screen (eye contact, hand movements, etc.)
- To establish a pre-performance ritual before stepping in front of the camera which includes breath work, connecting to one’s body and reducing anxiety with emotional visualization.
- An understanding of higher level performance techniques such as voice / tone, over animation, show-me-don’t-tell-me, and authenticity.
- To use the *“Shine Online Authentic Performance System”* as a guide for future marketing video recordings.

Course Content:

Module 1: We set the foundation for your video journey, targeting past insecurities and why it feels vulnerable to speak on camera. Set your new attitude for success with the “4F Golden Rules of Video.”

In Module 2: Learn to flip your focus to reduce self-doubt, and get clear on your business WHY. Rehearse performing on camera within the “Abandon-Control Continuum.”

In Module 3: Discover the tools of the trade, getting comfortable with cell phone video technology. Utilize simple, do-it-yourself strategies for quality lighting and sound.

In Module 4: We dive into the 5 step SHEEE basics of expressing emotions on screen with a focus on body language and emotional energy.

In Module 5: Jaeny reveals her trade-secret performance techniques to get you “in the zone,” as well as higher level skills around authenticity, voice and off-screen body language.

In Module 6: We bring it all together with the central key concept in the Shine Online Authentic Performance System.

Assessment Methods:

Students are assessed on their attendance and participation in the online trainings, which ensure understanding of the material covered in the modules. Participants are expected to prepare their own video presentations by the end of the course. These presentations will be assessed on the following criteria, taught throughout the course: *connection, energy, likeability, body language, voice, authenticity and personality.*

Program Run Time: **6 modules x 1 hour per module**
 6 interactive virtual classroom trainings x 1 hour per webinar
 = 12 hours total course time

Next Program Start: **March 30, 2016**
Ends on: **June 22, 2016**

Program Investment: **\$1997 per person**

About Jaeny Baik, the Shine Online Performance VIRTUAL Program Creator and Trainer:

Jaeny transforms entrepreneurs from “zero to hero” on video. She has worked almost 20 years in media, including a decade as an award-winning reporter / TV host for the Canadian Broadcasting Corporation.

Today, Jaeny helps entrepreneurs to conquer their video fears so they can secure more customers through online video marketing. More than a thousand entrepreneurs have trained under her “*Shine Online Authentic Performance System*.” As a trainer, she’s led workshops in cities ranging from Victoria, St John’s, Dallas and Philadelphia. Participants walk away, a stronger spokesperson for their business with the understanding that performance skills can be learned.

As an in-demand speaker, her dynamic energy has lit up conference stages coast to coast across North America, including her recent TEDx talk. Jaeny Baik Media Inc. trains on-camera performance skills, and crafts stories and pitches with authenticity. Jaeny’s passion? Giving entrepreneurs a voice through video.

Don’t get left behind. You can SHINE online!
<http://www.JaenyBaik.com>