

# “NO EXCUSES” VIDEO TOOLKIT



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## My “WHY” Statement

### Why did you start your business?

Most women entrepreneurs I know started their business from a place of passion. They want to help people, improve lives and make the world a better place. Sounds cliché but it’s true. Do you know the deeper reason why you started your business?

Think about the problem your customer is experiencing, the problem you solve in your business. Then think about your own life. When did you have a similar struggle?

Brainstorm your ideas here:

My customer problems:

Similar problems from my personal experiences:

Now, let’s begin the first draft of your WHY statement. The template looks like this:

I \_\_\_\_\_ (do something in my business),

BECAUSE I \_\_\_\_\_ (deeper, personal mission and desire.)

Let me share with you how I've filled in the template. My WHY statement is personal. It's not something I post on my website, but it reminds me of why I work so hard, why I take risks and why I keep putting myself out there in business.

I help women find their unique voice on video so they can amplify their impact in the world

BECAUSE I've been quiet for too long and I yearn to tell my own story without feeling afraid and alone.

Think of this WHY exercise like an onion. There are many layers. The deeper you go, the more you discover. I've worked on my WHY statement for years, and it keeps evolving and changing. It gets more and more tender.

See how deep and tender you can get with yourself, as you write your WHY statement. Remember it doesn't have to be perfect right now, but you can continue re-visiting it every 6 months.

SPAM yourself with your current WHY statement! Write it on a post-it note on your computer screen. Download an app and send future texts to yourself. The more you remind yourself of the WHY behind your business, the more you think about the people you serve. This will give you the courage to move mountains! Now it's your turn to fill in the blanks.

MY WHY STATEMENT TEMPLATE:

I \_\_\_\_\_ (do something in my business),

BECAUSE I \_\_\_\_\_ (deeper, personal mission and desire.)

MY CURRENT WHY STATEMENT:

I \_\_\_\_\_

BECAUSE I \_\_\_\_\_

Nice work!

## Insecurities Exploration

### What do you wish you could change about yourself?

Imagine a camera crew arrived at your door, ready to film you talking about your business. Imagine this video being posted online for the entire world to see. What insecurities come up for you? Your chin? The sound of your voice? Worried about sounding stupid?

Grab a pen and write down all of your insecurities. Don't over think it – allow your stream of consciousness to take over and write down anything and everything, no matter how trivial!

MY VIDEO INSECURITIES:

All done?

Can you think of a few more to write down?

It's okay if you fill up the entire box. Get those insecurities out of your head!

Next, look at your list of insecurities and write a "cc" beside the ones you CANNOT CHANGE. For myself, I used to be very insecure about my legs and my big calves. Let's face it. I'm never getting a "calf reduction surgery" so this is one insecurity I cannot change. Go ahead and put a "cc" beside the insecurities you cannot change.

Now that you've identified the insecurities you cannot change, does it make sense to still struggle with that insecurity? What's another approach you could take? How could you change your relationship with that insecurity?

Can you ACCEPT those insecurities, knowing you cannot change them? Maybe your voice makes you memorable in a good way. Stop wasting energy on things you cannot change, and ACCEPT them. Then focus on making positive change on things that really matter.

## My BHAG: Big Hairy Audacious Goal

This term was coined by authors Jim Collins and Jerry Porras in their book “Built to Last: Successful Habits of Visionary Companies.”

This statement is audacious. It’s your 10 – 30 year goal.

Imagine if everything went according to plan in your business, even better than your wildest dreams. The best people worked for you, the biggest clients came calling. What would your business look like? Your bank account? How many people would you impact? Take a moment to blow your vision wide open and write it all down.

My BHAG:

1) Now visualize your BHAG coming true.  
Emotionally tune into what it would feel like to achieve your BHAG.

What clothes are you wearing?  
What does your home look like?  
How do you feeling coming into work in the morning?  
Write down what you see and feel in as much detail as possible.

2) Ah, feels amazing. Next, go back to the previous page and look at the box with the list of all your insecurities. Is that what you’re going to let stop you from reaching for your Big Hairy Audacious Goal?

3) Print off the previous page with your insecurities list. Get some matches (or a lighter) and go outside. Are you ready to release your insecurities? Before you burn your insecurities list, thank them. Your insecurities were trying to protect you. They’ve also kept you small. You can evolve past your old insecurities and update yourself. Are you ready to let them go? Strike that match!

# Jaeny's "Selfie Video" Filming Guide

## Framing

- ✓ Is the top of my head very close, almost touching to the top of the camera frame? If I leave too much "head room" I will appear short.
- ✓ Am I aware of what's happening behind me when I stand in frame? Does it look like a pole is coming out of my head?
- ✓ What colours are behind me? Does my outfit colour "pop" out in contrast? I want to stand out so I won't wear a forest green sweater in the park.
- ✓ Are my hands moving and popping into frame every so often to add energy to the shot?

## Lighting

- ✓ Is there light falling on my face? Never shoot with my back to a window as I will become "backlit" and my face will be dark.
- ✓ Can I shoot somewhere with natural light (near a window) using the most of a sunny space or a skylight?
- ✓ Are there any harsh, distracting shadows if I move my hands around?

## Sound

- ✓ Close my eyes and listen to the environment. Is there a dog barking, lawn mower mowing or airplane flying? If so, wait. Background noise is fine but avoid sudden, sharp or loud noises which will distract from your message.
- ✓ Is the camera close enough to pick up my voice clearly? Make sure the cell phone camera is about an arm's distance away. I will speak up and project my voice.
- ✓ If shooting outside, be aware of the wind and mic placement. Shield the mic.

## Jaeny's Wardrobe WOW! Guide

### Wardrobe

The most important part is what you're wearing from the waist up. BRIGHT SOLID JEWEL COLOURED shirts or jackets look the best. If you don't own anything with colour, experiment with scarves.

- Avoid all black or all white shirts
- Avoid logos, busy patterns
- No thin stripes in ties or shirts
- No distracting, jangly accessories. Simple is best.

You want to “pop” on camera, and that means wearing a bright colour. It's worthwhile to go out and buy a few colourful options.

Before working in television, I only wore grey, black and navy blue. I was surprised at how many compliments I got when I started incorporating some colour into my wardrobe. Trust me – on camera, the colour makes a huge difference.

Men, it's tres cool to wear colour these days.

### Hair/Makeup

If possible, get your hair and make-up done professionally before shooting a series of videos or if you're hiring a professional videographer to film your home page video. You want to look your best and the camera washes you out.

If budget is an issue, go to a make-up counter at a major department store and ask for a makeover. Buy some product. You can usually book a 15 minute session at Sephora. Mac will do a 30 minute makeover if you buy at least \$50 worth of product. If you're comfortable doing your own make-up, just bump it up as if you're going out for a big evening.