



Writing Your Script

Understand Your Audience

The first rule of communication is to know your audience. Everything you do will be to attract their attention, entertain them a bit, and communicate your intended message... in that order. The next step is determining who your audience is. Usually you'll have some ideas about your audience because you'll be focusing on a group of people that potentially have an interest in your message.

Keep it Simple

Always be clear and concise when delivering your presentation and write your script so that your information flows smoothly from one topic to the next. Try not to over embellish or overwrite your script. If you spend too much time on a topic you may lose your audience. The average TV news story is about a minute long. Watch a network television newscast and pay attention to the way the newscaster conveys the information; everything they say is scripted, clear and to the point. You'll also notice that the news shows try to avoid being stuck on a "talking head" for too long. They insert graphics, video effects and over-the-shoulder visual elements to illustrate what's being said and keep things interesting.

Leverage the Power of the Medium

Hollywood writers know that a great book can't usually be translated directly into a great movie. This is because they are dramatically different mediums with very different strengths. Books and other printed text are ideal for communicating a great amount of detailed information. Video can convey information but it also excels at effectively conveying feelings and the innate 'sense' of something. Resist the temptation to cut and paste the text of your entire resume into the Teleprompter to make a video resume. You would be wasting the most powerful aspects of the medium now at your disposal (as well as possibly boring your audience into a deep coma). Video can have much more intellectual and emotional impact than text, but to gain this impact you must distill your message into its most essential points. If you don't keep your audience interested, they will tune you out and your message will not get through.

Dress For Success - What to Wear on Camera

How you look on camera should be consistent with the type of overall impression you are trying to make. A professional appearance on camera will tell your audience that you are serious about the message you are delivering, and in turn they will be apt to pay closer attention. A business suit is appropriate for video resume. When a newscaster like Dan Rather is in the studio, he's wearing a jacket and tie. From a technical point of view, you should avoid wearing fabrics with small patterns, like herringbone tweeds, hounds tooth and small checkered patterns. These tend to drive most video cameras a little crazy. In general it's a good idea to wear neutral colors. With V-Screen you'll also want to avoid the color you've chosen for your backdrop.