

BEST FACE FORWARD

ON AIR HOSTING &
PUBLIC SPEAKING TIPS

5

WAYS TO KEEP
YOUR AUDIENCE
LOCKED

THE COLORS THAT
LOOK GREAT ON
EVERYONE

WHY YOU SHOULD
SPEAK WITH A SMILE

PATRICE J. WILLIAMS
ON AIR HOST & LIFESTYLE EXPERT



**ESTABLISH YOUR
AUTHORITY**

WHAT TO WEAR
FINDING YOUR PURPOSE
LIMITING VISUAL DISTRACTIONS



When I first started blogging, I simply just wanted to blog. I had no desire whatsoever to be in front of the camera. But one day a producer from the Nate Berkus Show came calling {well, it was an email!} and since then I've made a career out of being on air and sharing my best tips and tricks to an audience of strangers. Why am I successful at it? Because I don't talk to people like they're "strangers." They're just friends I haven't met yet and I'm sharing info I know they'll find useful. I have that same sentiment every time I'm on the Today Show, WEtv, Style Code Live or when I was the Savvy Shopper reporter at WPIX in New York {a gig I landed after the managing editor found my YouTube channel!}.

It's been about six years since I first stepped in front of the camera and it ranges from a studio audience {200 people watching} to a live morning show {millions at home watching} or a live digital show {thousands of people watching online and commenting in real time}.

Bloggers and biz owners are increasingly getting in front of the camera and if you're not used to it, it can feel intimidating. But there's no denying the power of connecting with an audience face to face.

So I've got a few tips I've learned along the way. If you want to put your best foot and face forward on air or when speaking in front of an audience, keep on reading.

Patrice J. Williams

ON AIR HOST, FASHION & LIFESTYLE EXPERT
AUTHOR OF LOOKING FLY ON A DIME



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TIP 1

UP YOUR ENERGY

No one wants to watch or listen to a boring person. If your voice is naturally monotone, add some inflections. If you don't sound excited about the topic you're discussing, then why would your audience care? That doesn't mean you have to fake it, but you know that happy mood you're in or feeling when you meet up with friends you haven't seen for a while? That's what you should be channeling.

Talking with a smile can also help. It's hard to sound blah when you have a smile on your face {try it!}. It might feel a little weird at first, but it translates well through the screen.

Laugh, lighten up and let your energy shine through. There has to be something unique about you and/or what you're saying. Let that shine!

If you're not having a good time, your audience won't either.

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HAVE A PURPOSE

You should have a point of view, an overall purpose to why you're speaking. You should be able to clearly define that purpose in one sentence. My purpose right now: to help business owners and hosts convey an effective message and let their light shine while on air. See how simple that is?!

Whatever your purpose, clearly map it out and every word you speak needs to get you closer to that point. Also, when time is of the essence, it's key to start off with the most important info first. This ropes people in and if you run out of time, it's no big deal because you've already hit your major talking points.

TIP 3

Wear Vibrant Colors

Everyone may not like dressing like a bag of Skittles {I do though!}, but when working in front of a camera, it's really necessary to turn up the hues. Colors just pop and look amazing on camera. This isn't up for debate. Color looks amazing, whether your skin is fair or the most chocolate-y chocolate.

Maybe dressing head to toe in fire engine red won't work for you, but a colorful necklace or a bright top can anchor a neutral pair of pants or a skirt. Find your go-to colors that make you look phenomenal. If you're not sure what those colors are, ask at least two friends what they think looks amazing on you and certain pigments {like blush, red and teal} look great on everyone. Take photos of yourself in a variety of colors and see what really speaks to you.





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*Don't give your
viewers any reason
to tune you out!*

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T SHOE TRENDS: RED

© SHIPONG \$25



TIP 4

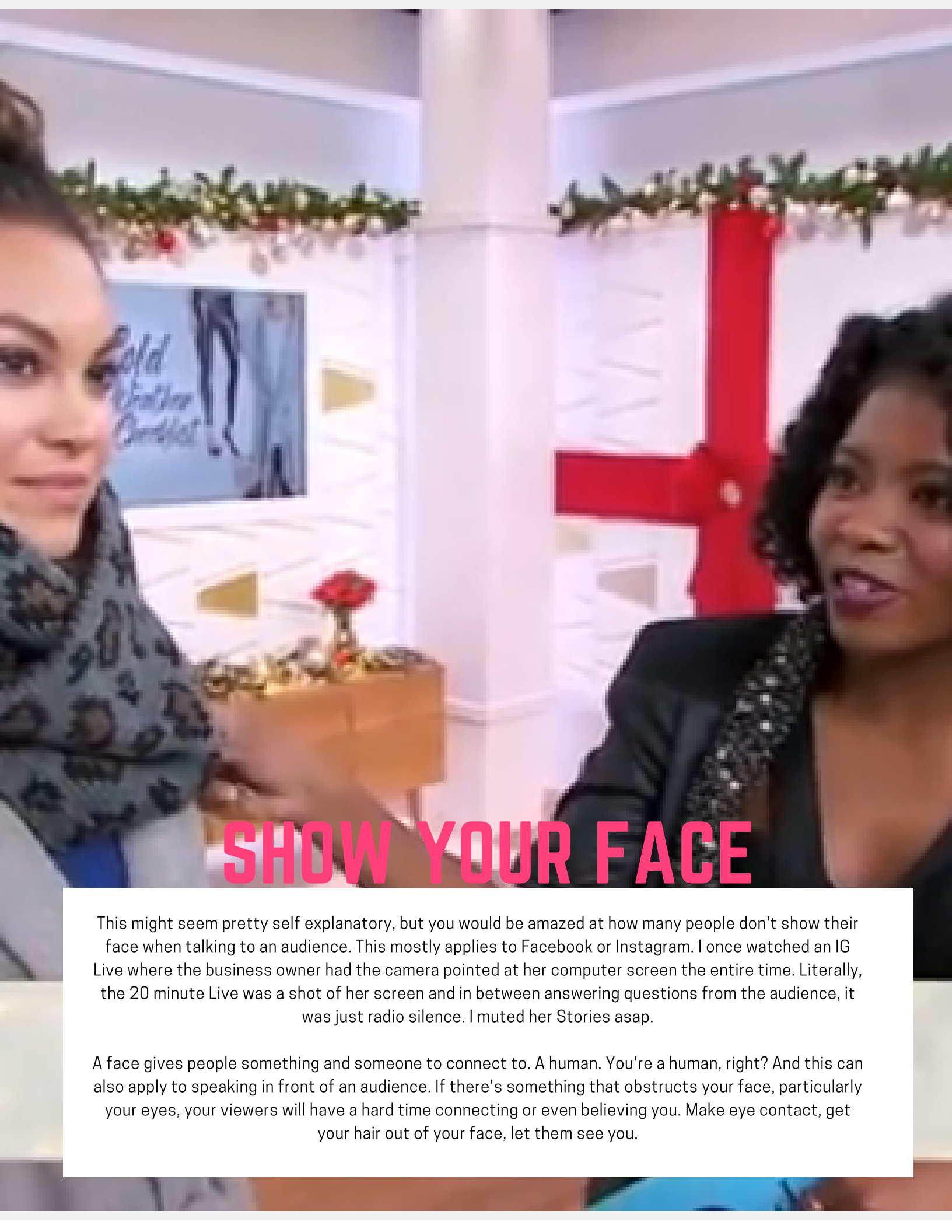
LIMIT THE DISTRACTIONS

While bright colors attract your audience, distractions immediately turn them off. This can include loud jewelry that clinks against your mic, chipped nail polish if you're doing close shots or chewing gum. For more relaxed settings (streaming on Facebook or Instagram), eliminate distractions like eating and drinking. Please, stop.

No one wants to hear you sipping tea or gulping down a soda. Take a few sips of water, sure. But steadily eating and drinking is super distracting and sounds horrible for the viewer. Just think about it, do you like hearing someone eating or drinking when you're talking to them on the phone? Don't give your viewers any reason to tune you out.

This multi-layered necklace was a horrible choice. Every time I moved, it was all you heard! .

**A DISTRACTED
AUDIENCE
IS A TURNED
OFF AND
TUNED OUT
AUDIENCE**



SHOW YOUR FACE

This might seem pretty self explanatory, but you would be amazed at how many people don't show their face when talking to an audience. This mostly applies to Facebook or Instagram. I once watched an IG Live where the business owner had the camera pointed at her computer screen the entire time. Literally, the 20 minute Live was a shot of her screen and in between answering questions from the audience, it was just radio silence. I muted her Stories asap.

A face gives people something and someone to connect to. A human. You're a human, right? And this can also apply to speaking in front of an audience. If there's something that obstructs your face, particularly your eyes, your viewers will have a hard time connecting or even believing you. Make eye contact, get your hair out of your face, let them see you.



Whether you're a blogger, business owner or executive, hopefully these tips were helpful and you'll feel more comfortable on air or in front of a crowd.

Also, for more tips, you can check the highlights on my Instagram profile {[@PatriceJWill](#)}. That's where I've shared some additional on air advice and will update it regularly.

If you want to stay in touch, you can always sign up for my **Looking Fly on a Dime newsletter**. In addition to weekly updates, you'll also receive a free download {10 Ways to Make Your Clothes Look More Expensive}.

Have any questions or topics I didn't answer? Feel free to DM me or send a direct email.

Cheers to putting your best face forward!

Patrice

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