



**4 steps
that made it
feel safe
to film videos**

podcast episode 32 tip sheet

Getting on camera can feel terrifying. Recording videos can make you feel visible and vulnerable and unsure of yourself – at least that's how I used to feel. But not filming videos can hold you back from sharing your message, reaching more clients and having the business and life that you want.

In this episode, I share the 4 steps that made it feel courageous and safe to film videos and how you can work through your fear to step in front of the camera too.

I became a heart-centered business owner who wanted to make a difference in people's lives and support them as they take steps in their business or life towards what they really want.

But in the daily business of being a small business owner or entrepreneur, it's easy to slide back into feeling fearful. It's easy to forget that we are moved by a strong sense of service when we're terrified to send our first e-newsletter, share our first free e-course, offer a paid course, take the stage for a speaking gig, or film our first videos. It's easy to choose fear instead of love, and let it stop us from showing up in bigger ways in service for the world.

Despite my successes, filming videos was utterly panic-inducing.

I tried to make it fun by filming videos wearing different dresses in the colors of the chakras while I explained how each legal document is aligned with a chakra. I love sharing my unique legal philosophy and was excited about wearing chakra-colored dresses, but recording the videos felt really scary.

I could only muster my courage after I had taken these four steps to make myself feel as safe and comfortable as possible so I am ALL for doing what you need to do to do what you want to do. These are the 4 steps I took.

(I'm not saying that you need to do all of these steps if you want to film videos – you may not need to do any of them – but this is what I needed to do in case they can be of help to you.)

The 4 steps that made me feel safe to film videos

1. I set up a video studio in my basement. I went downstairs on a Saturday, moved a bunch of boxes, and cleared out space to film videos in my basement next to my Sunlighten infra-red sauna. I bought everything I needed to get me started: six professional Cowboy studio lights, white and green backdrops, two tripods (one for the camera and one for the iPad with a teleprompter app), a Movo PM10 Deluxe Lavalier microphone, a Macbook Pro, and the iMovie app so my team could edit the videos afterwards. I needed to get all of the video gear ready to soothe my “critter” brain around my technology worries.

2. I hired a stylist to help me pick out my wardrobe. My dear friend and amazing stylist Carrie Montgomery helped me select nine dresses—seven that were in the respective colors that I was using for chakras (red, orange, yellow, green, turquoise, blue, indigo, violet), one for the welcome video (hot pink) and one for the promotional videos for the opt-in calls (black and white). I had no idea what style of dress would look good on film, so having Carrie help me with each outfit made me feel more confident about my appearance and reduced my fears.

3. I hired a video coach/set director/makeup artist to help me before, during, and after the shoot. Not only is Carrie a stylist, but, lucky for me, she also went to film school. Carrie came to my house to put on my makeup, design the video set, and help me feel more secure on camera. She coached me how to stand, speak and gesture, and she filmed the nine videos with the proper lighting and set. Having her coach and encourage me on set was essential. (I honestly couldn't have done it without her!)

4. I worked with a spiritual advisor AND a one-to-one business coach to work through my blocks. I knew I was terrified to use my voice and appear on video and I hired supportive spiritual coaches and business coaches to give me professional support as I navigated the Fear that held me back.

Yes, it took all of this effort to film ten 90-second videos for my business, something that many people can do simply by whipping out a cell phone, pressing the “record” button, and talking into the camera. For me, filming those videos was a monumental accomplishment.



Here's the important part of the story:

Despite my fear, I found my courage and I did it anyway.



In my case, when I purchased video equipment, got the emotional support, and took every action I could think of to feel safe—all the way down to selecting colorful dresses and the shade of lipstick to wear— it wasn't that I was trying to make the Fear go away. Rather, I was honoring the Fear by making myself feel as comfortable as possible in a very uncomfortable setting so I could go forward, EVEN THOUGH I felt so much Fear. I felt scared AND I did it anyway.

The key is to let Fear to exist as a background voice in our head, no longer holding a microphone (or a megaphone!) and serving as the lead vocalist in our mind. We need find the courage to grab the mike to share our voice and make Fear a backup singer.

Right now, in this very moment, you can grab the mike knowing that you are deeply courageous right now. Get out of your head and sink into your heart and remind yourself that you're creating videos or launching a new course because you're coming from a place of service and deeply wanting to make a positive difference in other people's lives.

Drop into your heart, focus on your 'come from', then step in front of the camera.

Remember.... building a successful online business is ALL about learning to become more visible and courageous. I'm cheering for you and encouraging you to dig deep and find your courage to get on film if you're not doing it yet. If I can do it, trust me, you can do it too.



Did this episode resonate with you? Can you relate? My team and I would love to hear. Reach out and let us know what steps you took to feel more comfortable on camera or whether you're still struggling too at clientlove@lisafraley.com.

Thanks for being part of the Legal Love tribe. Here's to getting legally enlightened!

With Legal Love,

Lisa

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Lisa Fraley, JD, CHHC, AADP, is an acclaimed attorney, Legal Coach®, speaker and #1 Best Selling Author of "Easy Legal Steps...That are Also Good for Your Soul." With her unique blend of coaching, legal expertise, and spirituality, Lisa has supported thousands of heart-centered entrepreneurs and small business owners to protect themselves, their businesses and their brands through DIY legal templates, online legal courses and one-on-one services.

From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at lisafraley.com.