

# Enhance Your Multimedia Presence

*“You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.”*

— Matthew 5:14-16

The spotlight can unnerve the most experienced speakers and hosts. Among the most feared experiences throughout the world, public speaking ranks higher than death. Communicators might feel tempted to shrink behind desktops or at least cower behind notes on the podiums shoved in front of them. But our messages will lie buried in eternal silence unless we learn to share them well with our interviewers and audiences.

This workshop will delve into the main ways to compose an effective presence to media and audiences. We'll examine the purpose of communicating our vision through interviews, audio content, videos, and online workshops. Participants will learn mindset shifts and simple techniques which develop composure with peace and confidence. We'll also cover specific tools for the most polished delivery. We'll include best practices as well as those to avoid.

Prepare your mind and professional toolkit with the means to shine in your next interview and speaking event!

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## *WHY DO MULTIMEDIA?*

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Always start with *your* WHY.

- **Who** you serve
- **How** you help
- **Your** proposed benefits to those you serve

For each media outreach, discover:

- **Who** the message will serve
- **How** this platform helps the audience
- **Your** proposed benefits to the audience

Identify how each interview, audio message, or video outreach enhances your ability to benefit **YOUR** why and **THEIR** (the platform and audience's) why.

Sketch the ripple effects of each opportunity to impact more people who need your message.



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## MINDSET SHIFTS

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*“Be strong and courageous, because you will lead these people to inherit the land I swore to their ancestors to give them ... Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go.” – Joshua 1:6,9, NIV*

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- Courage definition

- Reframing your negative mindsets

- Un-CAN'T Thinking
- Turn “what if” into “even if”
- Best possible outcome/Least possible



outcome

- Focus on purpose and vision – Center your view on the help you’ll offer at end of the bridge!

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## INTERVIEWS

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SERVE as a guest.

- You are an expert on a topic that matters to your host’s audience.
- Serving others markets you better than self-promotion.
- Practice makes better. Jesus makes perfect. Love makes us purposeful while imperfect.
- Offer an opt-in gift and links to your website and online community.
- Start SMALL (with hosts you’ve met, if possible). Look for new shows.
- Find interviews by searching audio platforms online, via Radio Guest List, or attending NRB.

SERVE as an interviewer.

- Grow your platform by highlighting influencers and experts in online interviews.
- Start with live social media interviews.
- Consider whether you feel led to begin podcasting or a YouTube channel.



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## *AUDIO AND VIDEO CONTENT*

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Audio only options include:

- Clubhouse
- Podcasting or Radio
- Downloadable content hosted on your site

Video options include:

- Short social media videos
- YouTube show
- Presenting at webinars, classes, workshops

Experiment to start.

Establish a routine for BRAND RELIABILITY (trust) and AUDIENCE CULTIVATION.

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## *WORKSHOPS, CLASSES, WEBINARS*

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Watch, serve, and learn.

Consider the benefits of collaboration.

Start free.

Background options

Standing vs sitting

Supplemental materials or opt-in downloads

Hosting platforms (Vimeo, YouTube, Podia, Teachable, Online Course Host/AppSumo)

Payment plan (PayPal, Stripe, Square, Venmo, e.g.)

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## *BASIC EQUIPMENT*

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Wired internet connection for online interviews.

Audio equipment

- Quality microphone (Yeti, Rode, Shure, e.g.)
- Pop filter
- Optional boom
- Earphones or earbuds (wired or at least true wireless to avoid lag)
- Quiet room
- Audio editing software, if self-editing (Hindenburg, Audacity, Garage Band)
- Hosting platform, if podcasting (Libsyn, BuzzSprout)

Video equipment



- 3-pt lighting
- Quality camera (phone camera, inexpensive webcam Papalook, GoPro, DJI, Sony, Panasonic)
- Optional tripod
- Video editing software, if self-editing (Black Magic DaVinci)

## Graphics

- Canva, BookBrush, InShot
- Fiverr

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### *TECHNIQUES TO PRACTICE\**

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**\*TEXT TINA23 to 33777 for detailed tip sheet and bonus conference downloads!**

- Prayer and meditation
- Consider media coaching.
- Power posing
- Voice preparation
- Appearance check for events and video (less than 3 minutes to avoid obsessing)
- Audio check
- Visualize the audience member
- Do not try to memorize
- Smile.
- Humorous, personal, and transparent (within reason)
- Pause
- Hydrate
- Feed your focus
- Offer something

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### *PRACTICES TO AVOID*

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- Turtling
- Stammering and filler words
- Outfits that betray you on camera
- Villainous monologuing during an interview
- Reading
- Feeding your smack talk
- Rushing out

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### *AFTER AN INTERVIEW OR EVENT*

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- Thank the host
- Follow up on metrics with social media audience for insights or feedback



- Continue engaging with audience members
- Make sure hosts and audience members are informed of your next project, event, or online opportunity
- Nurture your growing audience with content and offers via a newsletter and online community

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*INTERESTED IN PODCASTING?*

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- Check out Spark Media, a collective of Christian podcasters founded and operated by Misty Phillip.
- Start with a monthly membership <https://www.sparkmedia.ventures/a/2147498347/EdfoGP9z>

