

Television

1. If you are anywhere near a camera, assume it is on and recording every word and action.
2. Don't wear stripes. They dance around on the screen and are distracting.
3. People shouldn't judge you by your appearance, but they will.
4. If you do or wear anything distracting on TV, people will remember that and nothing you say.
5. Every TV anchorman, soap opera actor, sitcom star and talk show host on TV is made up and groomed for T.V. Unfortunately, this is whom the TV audience will compare you with.
6. Don't look at the camera unless there is no reporter or host around to speak to.
7. It is easier talking to a human being than it is talking to a hunk of metal.
8. Don't lean back in your chair; you'll look short and fat.
9. Don't sit up perfectly straight; you'll look stiff and nervous.
10. Do lean forward 15 degrees into the camera; you'll look taller, leaner, and more confident.
11. If you lean forward, your double chin will disappear and you will appear to have a stronger jaw line.
12. Do keep moving your head.
13. Do move your body a little.
14. Do move your hands - whoever told speakers not to use their hands was not given accurate information.
15. Don't move your hands above your face, below your chest or wider than your shoulders.
16. If you move your hands, you will seem more confident and more interesting to watch.
17. Don't run your hands through your hair - you aren't Dennis Miller.
18. Don't make any quick, jerky movements. They will distract.
19. Move your face.
20. Smile all the time on camera, especially when someone else is talking.
21. If you don't smile, you will look like you are frowning and can't wait to get out of there.
22. A slight smile won't really look like a smile - you'll just look confident and relaxed.
23. Blink. If you don't, you'll look like a robot, or worse, Steve Forbes.