

THE CAMERA CHECKLIST

5 fixes for people who hate being on camera, plus 10 opening lines for business videos

You do not need to like the camera. You need a setup that makes it easy and a first line that makes people stay. Run this checklist before every video. It takes two minutes.

THE 5 FIXES (TICK THEM OFF)

- ☐ Fix 1: Camera at eye level. Stack it on books or a box. Looking down gives you a double chin and a bored face.
- ☐ Fix 2: Face a window. Daylight on your face beats any ring light, and it is free. Never put the window behind you.
- ☐ Fix 3: Read it one line at a time. Write the line, say it, stop, say the next one. Cut the gaps later. Nobody will know.
- ☐ Fix 4: Use a teleprompter app. Free ones scroll the script right under the lens so you keep eye contact. Edits (by Instagram) and CapCut both have one built in; or search your app store for "teleprompter".
- ☐ Fix 5: Cut the dead space. Every pause, every um, gone. Short and clean keeps people watching.

THE 2-MINUTE PRE-FLIGHT

Check	Done
Phone wiped, lens clean	☐
Eye level, window in front	☐
Script in the teleprompter, 60 to 90 words	☐
Say the first line twice, use the better one	☐
Shirt you have not worn in the last video	☐

10 OPENING LINES FOR BUSINESS VIDEOS

- "If you own a [type of business], this will save you [amount or time]."
- "Here is the mistake I see every [type of business] make."
- "[Number] things I wish I knew before I started [your work]."
- "Stop paying for [thing]. Do this instead."
- "This took me [time] to figure out. It will take you 60 seconds."
- "Most [type of customer] get [thing] wrong. Here is the fix."
- "I just did [specific job] for a client. Here is what happened."
- "You do not need [expensive thing] to [result]. You need this."
- "One question I get every week: [question]. Here is the answer."
- "Before you hire a [your profession], check these three things."

THE ONE NUMBER TO CHECK AFTER YOU POST

Open the video's insights and look at the retention graph (Instagram and TikTok show it, YouTube shows it in Studio). If most viewers are still watching after the first three seconds, your opening line works. If the line drops off a cliff, change the first sentence and post again. Nothing else in the video matters until the first three seconds hold.

A FAIR NOTE

Educational only. No views, followers or results promised. Use your own footage and your own words.

Rather not be on camera at all? Three options.

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com