



## "Mastering the Lens: Enhancing Business Development Through On-Camera Excellence"

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# Business Struggles

- Talent Acquisition and Retention
- Client Acquisition and Retention
- Economic Uncertainty and Flexibility
- Online Reputation and Social Media Presence
- Competitive Differentiation





## How Does Video Help?



- Enhancing Brand Visibility and Reputation
- Attracting Talent and Clients
- Demonstrating Technological and Industry Expertise
- Flexibility and Adaptability Messaging
- Addressing Compliance and Regulatory Challenges
- Marketing Diversified Services
- Building Client Relationships and Retention
- Enhancing Online Presence and Engagement
- Differentiating from Competitors:
- Establishing Trust and Credibility

"Speaking on camera is the new public speaking."



## How \*NOT\* Using Video Hurts You



- Reduced Visibility
- Missed Opportunities for Thought Leadership
- Weaker Brand Perception
- Limited Engagement with Target Audiences
- Slower Response to Industry Trends and Changes
- Difficulty in Differentiating from Competitors
- Limited Content for Digital Marketing
- Limited Content for Recruitment and Retention
- Limited Networking Opportunities
- Perceived as Less Innovative

- Video serves as a 24/7 sales person
- It is the quickest way to build trust, visibility and influence at scale





## Q: How Much Does Video Help?

A: A LOT



- Enhancement in Candidate Engagement & Conversion
- Increased Reach and Impact on Social Media
- Improved Response Rates in Marketing and Sales
- Video in Recruitment

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5



## Staffing Case Studies

### Global Staffing Group:

- 50% reduction in the time-to-hire
- 20% increase in candidate satisfaction
- significant improvement in the quality of hires

”



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## Staffing Case Studies

### TechTalent Inc.:

- 40% increase in client inquiries
- 25% growth in repeat business within a year

"



## Staffing Case Studies

### Dynamic Recruiters:

- Increased their website traffic by 60%
- Boosted candidate submissions by 30%

"





# Performance



## The Piece of the Puzzle Most Leave Out

The reason you don't do it... the reason your employees don't do it... is FEAR. Of doing it wrong, looking foolish, and damaging the brand"



## TRUST MARKERS



- Authenticity
- Professional Quality and Delivery
- Relevant and Valuable Content





## On-Camera Delivery



- M-** Mindset
- V-** Vocal Variety
- P-** Physical Performance

"Identifying and amplifying your unique strengths to shine in your industry and connect deeply with your audience."



I started terrible and terrified on camera. Then grew my brand on camera as a news person, and my business the same way.





Kerry Barrett

"I worked with Kerry and found her expertise to be a cut above the rest. She is no-bs. And being that she actually has the REAL credentials - having worked in the media for 20 years, it shows and shines through." ~ Vinay Singh, MBA, Ed.M

"Kerry has helped so many members of our team perform at a higher level on screen. Her training for our teams was well received and her one-on-one instruction has been among the most popular training we've had". ~ Mike Gruss

"(Kerry) has a rare skill set that enables her to customize training to fit both the busy schedules and range of needs of her clients. I thought I had solid communication skills, but Kerry improved my capabilities and helped me get to the next level. Along the way, we had fun in our training sessions and Kerry made the process painless and easy. I recommend Kerry to anyone who needs a great coach and professional to enhance their communication and confidence. She is an exceptional person and coach" ~ Gerald Maatman, Chair of Multi-National Law Firm Duane Morris



## Testimonials



Kerry Barrett

1:1  
Group  
Company Training

How Do I Help?





## RESOURCES

# A+ Camera Shot Checklist



Scan me!

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<https://courses.kerrybarrett.com/camera-shot-checklist>

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| page 10

15



## RESOURCES

# Confident On Camera Strategy Call



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| page 10



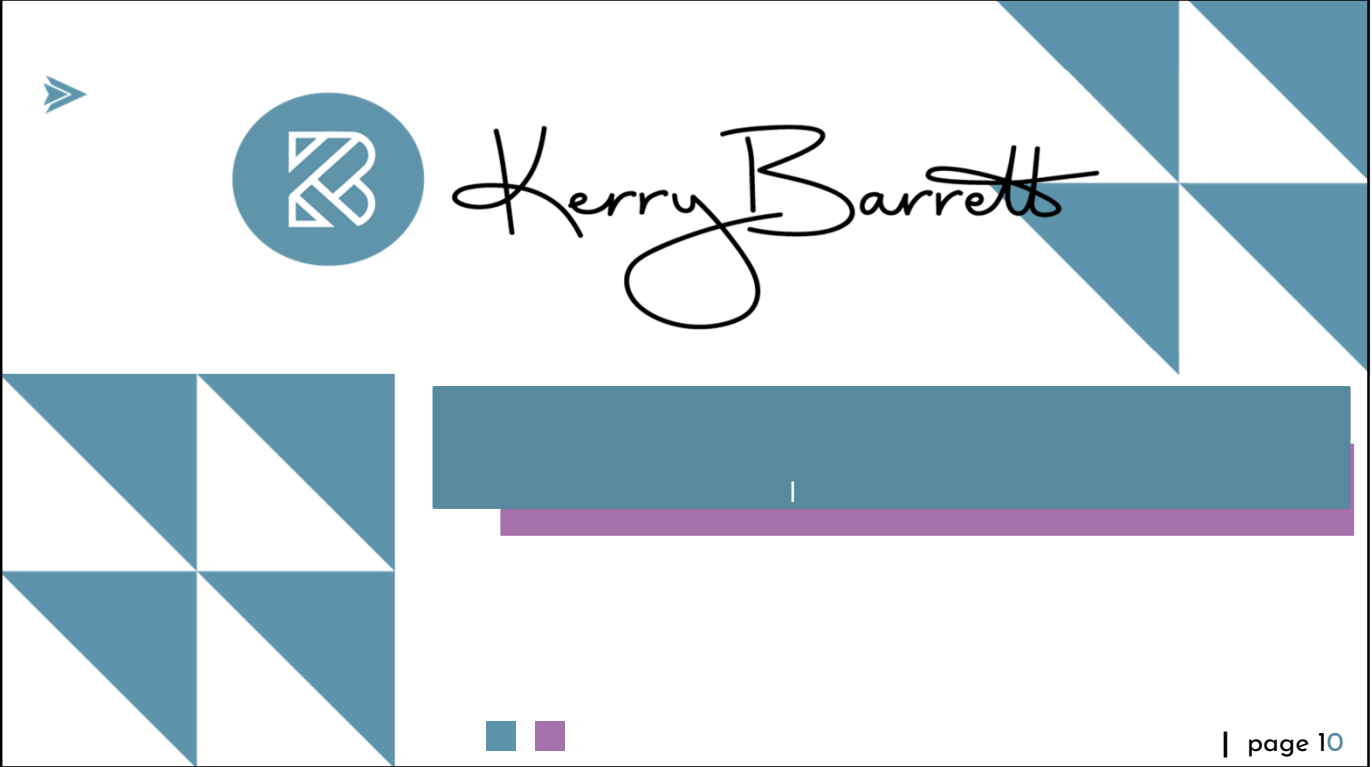
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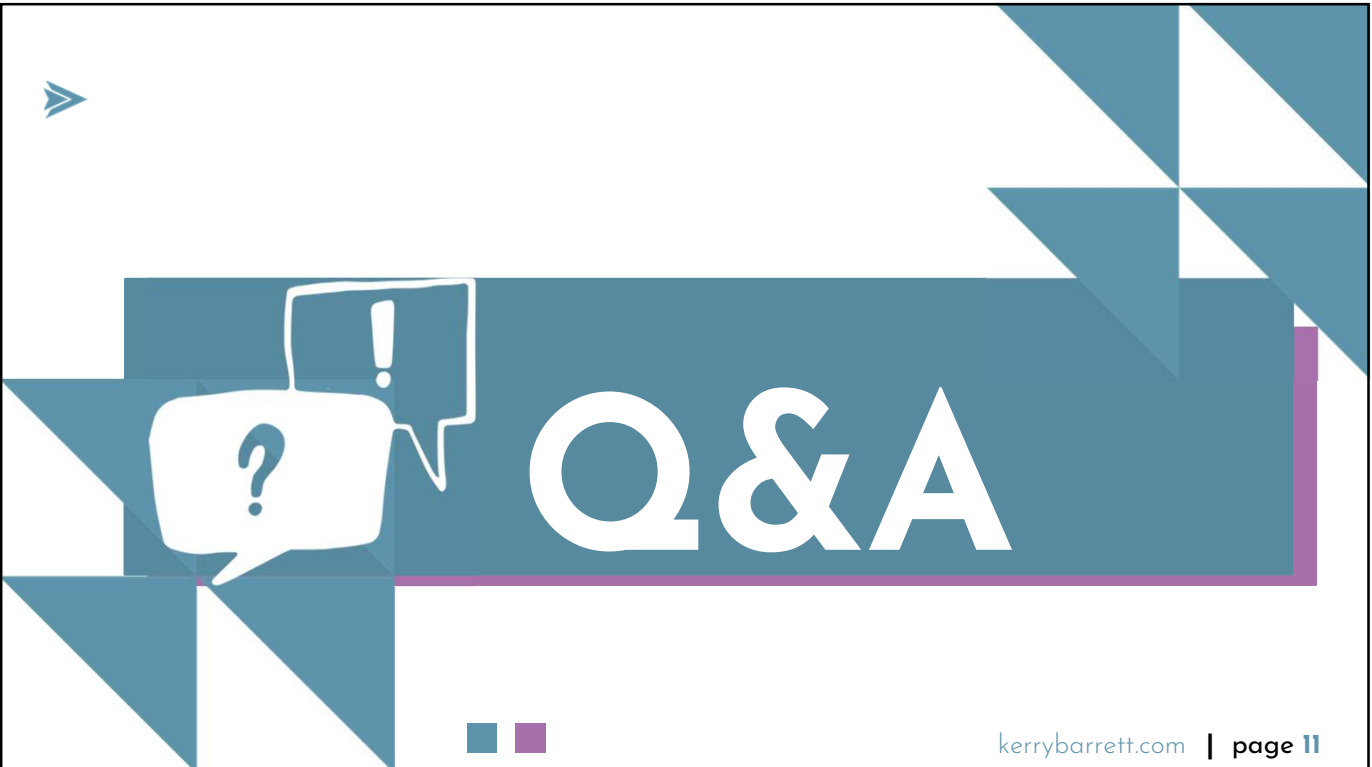
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| page 10

17

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Q&A



kerrybarrett.com | page 11

18