



# BEAUTY

5 SECRETS TO LOOKING GREAT ON CAMERA

BY DOROTHY-INEZ

# Welcome

In my work with entrepreneurs, I find many are afraid to take a selfie or make a video because they don't like how they look. My goal with this guide is to help women begin to feel comfortable in their skin. This endeavor begins by you first understanding what beauty is.

True beauty comes from the inside. I know, you have heard this many times, but what you may not grasp is that true beauty comes from inside because it comes from God, who lives inside of you. When you understand that you are a unique manifestation of God's presence on this earth you will begin to see yourself in a different light and in truth.

When you begin to see yourself through divine eyes you are no longer critical of who you are because you recognize the truth that if you criticize the creation, you also criticize the creator.

True beauty is having the courage to embody the fullness of who you are as a child of God and aligning that truth with how you show up on the outside.

When your identity is grounded in God you will find the confidence and boldness to stand in your light on and off camera.

Don't dim your light any longer, you were born to shine!

Now let's get into the "5 Secrets to Looking Great on Camera".



# Secret 1: Lighting

In these times of selfies and video, lighting is vital to the presentation of your personal brand online. I recommend shooting in natural light when possible. A great way to shoot video by a window with your cell phone is to use a windshield phone mount. Attach it to a mirror or window where you have good lighting for a hands-free experience.

Another simple lighting solution is using the Diva Light. Preferably from the one from Stellar Lighting, it comes with a stand and little mirror.

Of course there is the 3 piece lighting kit which contains one back light and two side lights. With all lighting make sure there are no shadows on or behind you.

Don't skimp on the lighting. You will look young, vibrant and professional.



# Secret 2: Good Skin Care

As we all know, the face is the first thing people see when they meet us. Great skin is important to a woman's confidence and overall presentation of herself, especially when it comes to being in videos and photos.

Having great skin these days is accessible to all women at a reasonable investment. Caring for your skin is an act of self-love and self-care. The skin is your body's largest organ and it protects you from the outside world's toxins. Additionally in a spiritual context your body is the temple of the holy spirit and therefore it deserves special attention and honor.

Never say, "I don't have time to care for my skin" because it works hard to protect you and your other vital organs. Caring for your skin includes using a soap-free cleanser like Dr. Bronners and a good oil like Almond, Coconut or Avocado.

Good skin care especially over 30 years of age should include: cleanser, toner, treatment, moisturizer for day/night and an eye cream. Ask me for help if needed.



# Secret 3: Wear Makeup To Look Polished

When taking videos or selfies for your business it is vital to wear makeup for a polished and professional look. When you are under the lights, all color in your face is washed out.

Makeup puts color back into the skin and gives dimension to the face. This is why a deeper application of your makeup is required. To the naked eye, it may look like a lot but to the lights, it's just right.

When you are shooting video under studio lights, I recommend wearing matte products on the face with minimal shimmer on the eyes. Anything with shimmer can reflect light and cause you to look oily on camera.

I do not recommend nude lips on camera but a color a shade darker than your natural lip with a little gloss or a deeper color is perfect.



# Secret 4: Style Matters

Dressing for video can be a little tricky. You must first understand that you can't wear everything you would wear in person on video. Be conscious of patterns and color choices for video.

- \* Pastels are the best colors to wear. Other good clothing colors include beige, gray, green, brown and blue.
  - \* Avoid white, red and orange clothing. Combinations of contrasting light and dark colors such as black and white, dark brown and white or dark blue and white should also not be worn.
  - \* Black, or dark browns and blues are fine alone or combined with pastel colors.
  - \* Solid colors are best. Avoid fine checks, stripes, herringbone, and similar patterns.
  - \* Avoid very glossy, sequined or metallic clothing. Also avoid clinging attire, or low-cut neck-lines.
  - \* Avoid large dangling jewelry such as bangles and large earring, especially near a mic.
- \*When taking photos, carry on as usual, keeping in mind your lighting.



# Secret 5: Communicate Well

Being on video can be a lot of fun if you allow it to be. Here are some tips for communicating in front of the camera:

- \* Speak directly to the camera so you have eye contact with the audience.
- \* Smile so you are approachable and friendly.
- \* Avoid filler words like: um, ah, and so. It's better to just pause and breathe.
- \* Be conscious of your tone. Make sure you have a pleasant tone and flow.
  - \* Be yourself, that's attractive to viewers
- \*Be conscious of your background, remember everything is communicating a message about you to the world.
- \*Wear cloths that help you feel confident.
- ``Don't point at your audience.
- \*\* And did I say SMILE?? LOL \*\*



# Let's Connect!

I hope you have found these tips helpful.  
If you find that you still struggle with confidence and the ability to boldly shine your light on camera or off, reach out to me.

Let my experience as a Coach and Image Expert work for you. You are not in this alone. Thousands of women around the world struggle with confidence and self image.  
It impacts you no matter what age you are.

I would like to invite you to **share** what tip stood the most to you and why at [info@dorothyinez.com](mailto:info@dorothyinez.com).

Additionally, join me for a 30 Minute Image Breakthrough Session  
Complimentary session.

I would love to help you achieve your beauty and image goals.

**Apply here for your session:**

<https://dorothyinez.as.me/imageconsultation>

