



"Give us your most difficult expert search, and we will find and deliver the best experts in the world. It's our promise to you." - Bill Wein

## How to Execute a Flawless Expert Video

PREPARING TO LOOK YOUR BEST  
ON CAMERA



## Preparation

1. Make sure you are in a quiet place with no loud noises or distractions.
2. Check your [technology](#). Now, *check it again*. Familiarize yourself with the lighting and video equipment before starting. Test your microphone to ensure that you can be heard clearly.
3. When answering questions, be brief and succinct. Take no more than two minutes to answer each question.
4. Prepare the answers to your questions [in advance](#). However, don't read from a script. You should sound natural in your video and reading a paper will make eye contact difficult.

## Body Language

1. **Maintain Eye Contact with the Camera.** We all know that it's important to make confident eye contact during a face-to-face interview. It is equally as important in your video, but can be more difficult. If you are looking at your computer screen, it can appear as if you are looking down or away. The best thing to do is look directly at the camera and maintain eye contact.
2. **Smile.** Natural smiling will show that you're a pleasant person to work with and have excitement about the topic.
3. **Be conscious of nervous fidgeting.** We all have nervous tics or distracting habits; these behaviors are even more noticeable on camera. Record yourself multiple times to see what tics you may need to tone down. Watch for gestures like touching your chin or nose, animated movements, or tapping your fingers. Some tics can also be verbal. Listen for phrases such as "uh" and "like" in your recording.
4. **Maintain good posture and body language.** During the recording, you'll want to sit upright and keep your back straight, facing the camera. Be cognizant of how high or low you are in the frame. Run a couple of tests, or watch the video screen, before you record to make sure you're positioned correctly in the video. While you're talking, you should try to stay in the same position as much as possible. Leaning forward or reclining too far back can result in the camera picking up too much of your face (think pores and nose hairs) or capture only part of you.



## Appearance

1. **Clothes.** Dress professionally as you would for a face-to-face interview. For men, this means a button down shirt and a tie. For women, wear a nice blouse or button-down shirt and blazer.
  - Avoid solid white or black clothing. White can be very bright and distracting on a video recording. On the flip side, black can make your face appear “washed out” as the camera tries to adapt to show the color. Bright colors, such as reds or yellows, can also give your skin an unnatural tint on camera. Excessive patterns, such as pinstripes, will also be distracting on camera.
  - Soft, solid colors look great on camera. Light blue or grey are common colors worn in video interviews.
2. **Face and Hair.** Your face should be clean and your hair should be washed and styled.
  - If you find that you appear shiny or oily on camera, you can wear a little powder to help diminish this effect.
  - If you wear glasses, be mindful of glare. If possible, use contacts or adjust the lighting.

## Preparation

1. While recording, make sure that you’re alone and in a quiet place. Other adults, pets, and children can make unexpected and distracting noises. If you’re near a window, make sure it’s closed. Do not conduct your interview in a public place, such as a coffee shop.

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Always avoid recording in public areas  
to reduce noise and distractions.

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If you would like to learn more about preparing for expert videos, check out the [Expert Video Toolkit](#).