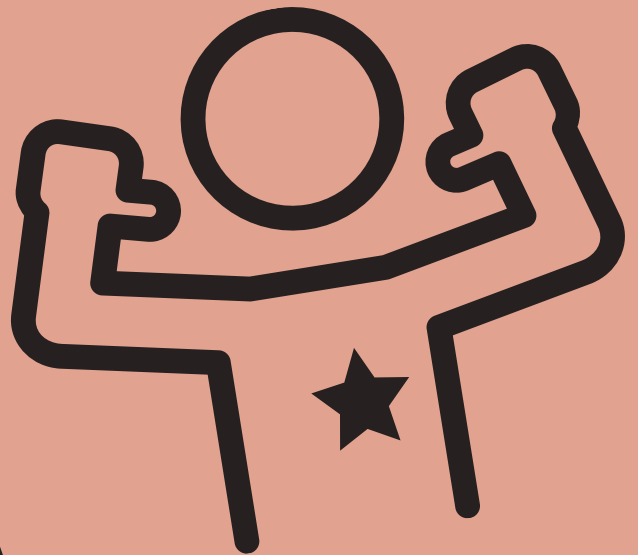




United Wolves
Productions

TIPSHEET:
HOW TO FEEL
(AND LOOK)
CONFIDENT
ON CAMERA





HOW TO FEEL (AND LOOK) CONFIDENT ON CAMERA

You're great at what you do, but the camera doesn't always make it easy to show that.

Whether it's your first time on screen or your fiftieth, we know being filmed can feel uncomfortable, unnatural, or just plain nerve-wracking. That's why we've created this simple, strategic guide to help you look polished and feel at ease, without needing media training or performance experience.

At United Wolves Productions, we work with lawyers and legal professionals across the UK, consulting, capturing interviews, brand videos, testimonials and more. Over time, we've developed a practical set of tips that consistently help people show up as their most natural, confident selves — even if they hate being on camera.

This resource covers everything from:



Posture and body language that reads well on screen



Where to look (and what to do if you forget)



Tone and pace that feel conversational, not rehearsed



Mindset shifts to ease nerves and get comfortable fast



Practical prep tips to help you feel in control on shoot day

Whether you're filming a client-facing video, an internal announcement, or a piece of thought leadership, this tipsheet will help you feel more prepared and less self-conscious.



1. POSTURE & BODY LANGUAGE



Sit or stand tall — straight back, shoulders relaxed, feet planted.



Avoid crossing your arms or fidgeting with your hands.



Use gentle, natural hand movements if it feels comfortable.



Lean in slightly when speaking to show engagement.



Pro Tip: Imagine you're talking to a client, not a camera — it'll shift your body language naturally.

2. WHERE TO LOOK



If using an interviewer off-camera: look at them, not the lens.



If talking directly to the audience: look just above or directly into the lens.



Avoid looking around the room — it can look distracted on screen.



Pro Tip: Think of the lens as a person you like and trust. This helps soften your expression and reduce stiffness.



3. TONE OF VOICE & PACING



Speak as if you're in conversation — not delivering a script.



Take pauses to breathe and gather your thoughts — it adds weight and calm.



Don't rush; slower delivery often feels more confident and clear.



Pro Tip: Remember to smile slightly as you speak — it naturally lifts your tone and energy.

4. MINDSET & NERVES



You don't have to be perfect. A little imperfection = relatability.



Focus on what you're saying, not how you look.



Remind yourself: this video is about sharing value — not performing.



Pro Tip: Everyone feels awkward at first. Confidence on camera is a skill, not a personality trait — and it grows every time you do it.



5. PRACTICAL PREP BEFORE FILMING



Dress comfortably but professionally. Avoid busy patterns or shiny fabrics.



Bring water, take a few deep breaths, and do a quick voice warm-up if needed.



If you're nervous, let people know — they're there to support you, not judge.

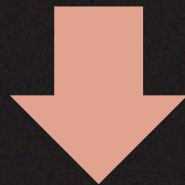


Pro Tip: Ask to see a test shot — being familiar with how you look on screen could instantly ease anxiety.



WANT TO SEE IT IN ACTION?

We've handpicked three helpful YouTube videos that walk through the techniques we've shared in this guide. Whether you prefer to watch and learn or just want a bit of extra reassurance, these examples are a great way to build your confidence further.



How to Be Confident on Camera (5 Tips)




Ali Abdaal ✓

6.28M subscribers




If public speaking
TERRIFIES you... then
watch this video.



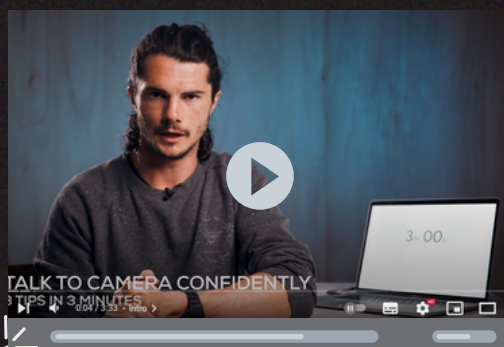
Vinh Giang
3.05M subscribers



Talk To Camera
CONFIDENTLY | 3 Tips in
3 Minutes



Thomas Alex Norman ✓
335K subscribers



**WANT HELP BRINGING YOUR
MESSAGE TO LIFE?**

We've worked a number of professionals through filming and helped even the most camera-shy legal teams come across with clarity and confidence. If you want to work with a team that makes the process feel easy (and even enjoyable), let's talk.