

# How to Rock an On-Camera Food Demo

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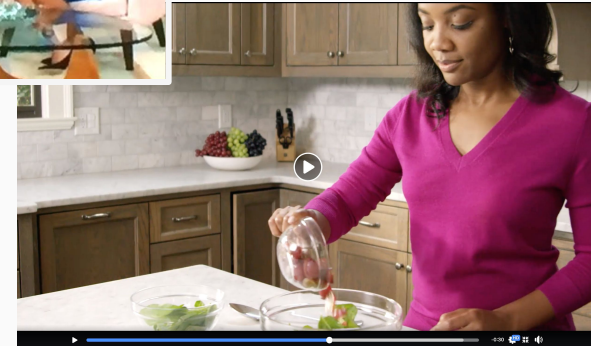
# A Little About Me...

Registered Dietitian Nutritionist

Media/Communications 10+ years

Consultant

Spokesperson



# What We'll Discuss Today

The Pitch

The Message

The Delivery

The Payoff



# The Payoff

# The Payoff

Skillbuilding

Exposure

Product

Money



# Manali Singh, Cooking with Manali

Local TV

Cookbook promotion

Recipe demo



# Manali Singh, Cooking with Manali

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## Manali's Advice:

*"I just focused on talking to the host and explained the recipe like I would to a friend."*

*"Smile! it helps!"*



# Tanya, My Forking Life

Local angle

Expert storytelling

Relevant and timely  
topic

## Picnic hacks with My Forking Life blogger

By | August 9, 2018 at 7:24 AM EDT - Updated August 8 at 8:15 PM



Picnic hacks with My Forking Life blogger



# Tanya, My Forking Life

Local angle

Expert storytelling

Relevant and timely  
topic

## Tanya's Advice:

*"I didn't see much of an increase in traffic, maybe a small burst initially, but the interview helped me in other ways. **I felt more comfortable getting in front of the camera** when it came to my own blog audience."*



# The Pitch

# The Pitch: Getting the Gig

Reach out

Be prepared

Be responsive



# The Message

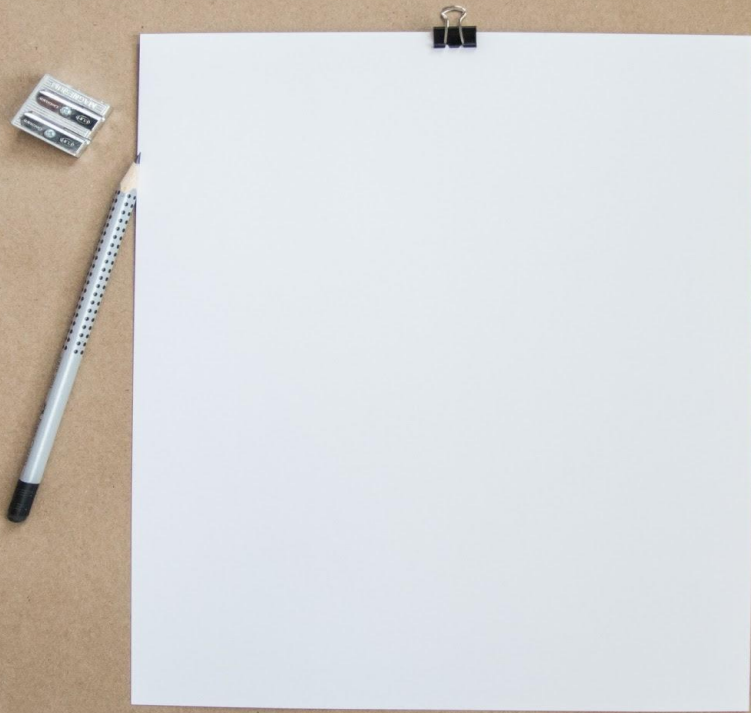
# The Message

Determining the overall message

Supporting your message

Handling on-air questions





# The Delivery

# Before

Think through props

Label everything

Prep it right





# REAL LIFE

(In the studio lobby)



# On Set

Arrive early.

Set the table.

Add decor. And some more.



# On Set

Arrive early.

Set the table.

Add decor. And some more.





# After

Breakdown

Take your trash

Follow up



Transferring Your Skills...

# Lori Shaw, Renaissance Performance

Speaks to the camera

Shares stories

Provides tips to keep  
the viewer interested



Slow Cooker Balsamic Beef// RP COOKING  
18,484 views



Slow Cooker Balsamic Beef// RP COOKING

# Lori Shaw, Renaissance Performance

Speaks to the camera

Shares stories

Provides tips to keep  
the viewer interested

## Lori's Advice:

*"The camera picks up everything, so if you're thinking ahead to something else you want to cover, it's going to show."*

*Try and stay present and real and you'll look so much better on camera!"*



More Blogger Insight...



# Karen Gifford, The Food Charlatan

Relaxed set

Relevant & timely

Highlighted on blog



# Karen Gifford, The Food Charlatan

Local TV

Relaxed set

Highlighted on blog

## Karen's Advice:

*"It's not your job to fill up 2-5 minutes with nothing but your own content, they are there to help you and balance what you are demonstrating with how it relates to their news audience, which of course they know much better than you."*



# Erica Dermer, Celiac and the Beast

## Successes:

Increased attendance  
for her live events

Increased book sales.



## Erica's Tip:

*"Practice improve with your family members. Give a 30 second talk and have them ask spur-of-the moment, even oddball questions..."*

Ready for your  
debut?

# Key Takeaways

Create messaging that resonates.

Show up with confidence.

**Smile and have fun!**



# Questions?

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