



# THE VISIBILITY SERIES

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**10 Video Formats**  
WORKBOOK



*Build on-camera confidence, speak with magnetism, and sign soul-aligned clients.*

# Welcome

## You're in the right place.

This workbook is your companion to the Visibility Series — the free 3-part video training designed to help you show up on camera with confidence and start signing soul-aligned clients through video. In this workbook you will:

**01**

### Clarify

Get clear on the video formats that suit your energy and personality.

**02**

### Plan

Map out your first three videos with prompts and a simple action plan.

**03**

### Act

Use this workbook alongside the training to press record with confidence.

# I'M PAMELLA

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*Business Coach & Mentor  
to Coaches who are ALL-IN.*

Top-rated podcast host.  
Regularly riffing on stories  
and reels on a whim.  
Came a long way from taking  
an entire week to record her  
first ever video.

## My story

I serve the coaches, healers, and lightworkers who know they're meant for more than a 9-to-5 and are ready to grow a profitable, sustainable business while keeping their clients at the heart.

I've helped clients start podcasts, lead video trainings, complete 30-day Instagram Live series, and become the kind of coach who markets as powerfully as they coach.

All while feeling confident and free to create — and call in clients — how they like, when they like.

I'm here to help you be seen and get **VISIBLE** so when your audience finds you, they **WANT** to hang around, engage, and ultimately **HIRE** you as their Coach of choice.

# What's Inside the Visibility Series

## TRAINING 1

### Show Up Confidently on Camera

A practical walkthrough on filming and speaking confidently. Covers posture, eye contact, setup, presence, and a full tech list that won't break the bank.

## TRAINING 3

### EFT for Visibility Confidence

A tapping sequence to calm visibility nerves, shift fear into power, and step into full-body alignment when showing up online.

## TRAINING 2

### Build Your Visibility Confidence

9 of the most common fears and blocks coaches have about visibility *answered*. From going blank on camera to overcoming judgement, staying consistent, and speaking compellingly.

## TRAINING 4

### 10 Video Formats: How to Use Them

Simple, repeatable formats you can use depending on your energy, environment, and confidence level, so you always know what to record next. (This workbook!)

→ *Access the full series at [coachingwithpamella.com](https://coachingwithpamella.com)*

# Part 1: 10 Video Formats — 1 to 5

#	Format	What It Is	When to Use It	How to Record It
1	<a href="#">Talk to Camera</a>	Speak directly to your audience through your phone camera.	When sharing insights, advice, or coaching concepts.	Place your phone on a tripod or stack of books and speak naturally for 30 to 90 seconds.
2	<a href="#">Instagram or Facebook Live</a>	Live teaching or conversation with your audience in real time.	When sharing deeper ideas or answering questions.	Open Instagram or Facebook Live and teach one topic or answer audience questions.
3	<a href="#">B Roll with Text</a>	Footage of you doing something while text delivers the message.	When you don't feel like speaking directly to camera.	Record simple clips such as cooking, walking, or working, can be unrelated.
4	<a href="#">On the Go Video</a>	Casual video recorded during daily life.	When inspiration strikes or time is limited.	Record while walking, driving (ensure you're using a phone holder), or between task.
5	<a href="#">Shorts/Clips</a>	An extract taken from a longer video like a podcast, Live or training.	When you want to repurpose existing content.	Screen record, cut or use AI Assisted software like Vizard or Descript to cut shorts/clips

# Part 1: 10 Video Formats — 6 to 10

#	Format	What It Is	When to Use It	How to Record It
6	<a href="#">Comments or Q&amp;A shares</a>	Answering questions from your audience using Questions or Story Polls or sharing comments	When building engagement and connection.	Screenshot or share the comment or question into a new reel then record your response.
7	<a href="#">Teach One Concept</a>	A short explanation of a coaching concept or lesson.	When demonstrating expertise and helping your audience learn.	Record a 30 to 60 second teaching moment.
8	<a href="#">Storytelling</a>	Sharing a personal story with a lesson or insight.	When creating emotional connection with your audience.	Speak to the camera and tell the story as if talking to a client.
9	<a href="#">Trailer</a>	Directly promoting something in your business like an offer, podcast or freebie	When you want to create a buzz about something new.	Talk about what you're promoting and why people would be interested.
10	<a href="#">Response Video</a>	Sharing your perspective on something you heard or saw online.	When offering thought leadership or a fresh viewpoint.	Record a video explaining your take on the topic.

## Part 2: Choose Your Format by Energy

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### LOW ENERGY

B Roll with Text

On the Go Video

Day in the Life

### MEDIUM ENERGY

Talk to Camera

Q and A

Teach One Concept

### HIGH ENERGY

Instagram Live

Storytelling

Interview Style

# Part 3: Your Personal Video Style

*Most coaches settle into 2–3 formats that feel natural. Reflect on the questions below.*

## **1. Which formats feel easiest for you to start with?**

*Write your answer here...*

## **2. Which feel slightly outside your comfort zone but exciting to try?**

*Write your answer here...*

## **3. Which formats feel least appealing right now?**

*Write your answer here...*

# Part 4: Content Ideas

Use these prompts to generate ideas for your first videos:

*I need to tell you something I wish someone had told me about [topic]...*

*If you're struggling with [specific problem], this is for you.*

*Here's the mistake most [coaches/beginners/people] make when it comes to [topic]...*

*The one thing that changed everything for me when it comes to [topic] was...*

*Quick question — do you ever feel like [relatable struggle]?*

**The golden rule for first videos:** Pick the hook that you could say out loud right now without thinking too hard. The hook that feels easy is the right one. The goal is to press record, not to be perfect.

# Part 5: Your Visibility Plan

*Choose one format. Commit to three videos this week.*

**Video Format I will focus on:**

*Write here...*

**Three video topics I will record:**

**1**

*Write your topic here...*

**2**

*Write your topic here...*

**3**

*Write your topic here...*

**When will I record these videos:**

*Write here...*

# Final Reflection

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*Visibility is not about becoming an influencer.*

*It is about letting your voice be heard by the people who need the work you do.*

- Every video builds trust.
- Every message strengthens your confidence.
- Every time you press record, you become the coach your audience can see and connect with.

## Your Next Step

Hit record and POST. This training only works when you *implement*.

# Final Tips

01

**Don't overthink background, clothing, or makeup.**

*DONE is better than perfect.*

02

**Add captions where possible.**

*Most platforms have a simple caption or CC button.*

03

**Add a static title (or hook) at the start.**

*Immediately tell your audience what the video is about.*

04

**Finish every video with ONE clear CTA.**

*Download your freebie, like, comment, or share. Choose one.*

05

**Look directly into the camera.**

*(Not at yourself on the screen) because this creates deeper connection.*

*Then go back and listen to Training 1 and Training 2 for deeper insights into all of this and more.*

REMEMBER:

**No one feels comfortable on camera the first time.**

*This takes practice. Every rep builds confidence. Your clients NEED to hear your speak.*

**Loved this? I want to celebrate you!** 🎉

Share a short testimonial, written or video, to me on Instagram @coachingwithpamella so I can celebrate you for building your camera confidence!

**Every week, one person who submits a video testimonial wins a free micro-audit!**

You could even ask for the audit to be on one of your recorded videos or reels...

**Speak soon!**  
**Pamella**

