



5 Ways Denver Businesses Can Stand Out Online (Even if You Hate Being on Camera)

By Gratitude Cove Digital Media Productions, LLC

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Get Noticed. Get Comfortable. Get Growing.

Gratitude Cove Digital Media Productions, LLC
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Introduction

Let's face it: being the face of your business on video can feel like stepping onto a stage in your pajamas— awkward, exposed, and one accidental slip from viral embarrassment. But here's the truth: your customers want real. They want to see and hear from you—the person who pours their heart into the business, not a faceless logo.

This guide arms you with five simple ways to stand out online, look and sound your best, and never again feel like a deer in the headlights. Ready? Lights, camera, confidence.

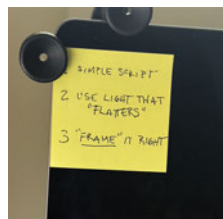
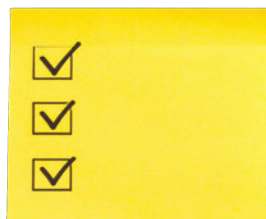
1. Start with a Simple Script—But Don't Memorize

You don't need to write a screenplay or channel your inner Shakespeare. Instead, jot down three key things you want viewers to remember—think of these as "talking anchors," not a full script. For example, if you own a Denver coffee shop, your three points could be: - Why your beans are locally roasted - What makes your seasonal drink unique - Your favorite customer story

Once you've got those, relax. Don't try to memorize lines. Speak from the heart. Imagine you're explaining your business to a friend at a backyard barbecue, not auditioning for Shark Tank. If you stumble, keep

rolling—genuine beats perfect every time. (Pro tip: Tape those points next to your phone. If you lose your place, just glance and keep rolling.)

Editable Checklist: - ☐ Wrote 3 key points - ☐ Placed notes near camera - ☐ Practiced talking to ONE person -
Notes: ____



2. Use Light That Flatters, Not Flattens

Lighting can make or break your video—think of it as your natural filter. The good news? You don't need a Hollywood budget. Denver's daylight is your best friend. Set up near a window and let that soft, even light brighten your face and space. Avoid standing directly under overhead lights, which can cast weird shadows and make you look like you just read your tax bill.

For example, if you own a bakery, position yourself so morning light spills across the counter (and those cinnamon rolls). If you run a boutique, show off the colorful racks with the sun at your side.

Pro Tip: Cloudy days are actually perfect for filming—the light is soft, forgiving, and super flattering.

Editable Checklist: - ☐ Found my best natural light spot - ☐ Tested a quick selfie to check lighting - ☐ My face is brighter than my background - ☐ No weird shadows or glare - Notes: ____



3. Frame It Right: Show Your World

Your background should tell part of your story. An empty wall says, “I just moved in.” Clutter says, “I need an assistant.” Show off the real scene: a cozy corner of your shop, a mural, your coffee machine humming in the background, even your favorite piece of Denver memorabilia.

Example: A local bike shop might shoot with the workbench in view, tools lined up, maybe a wheel being trued in the background. Realtors: film in a beautiful staged room, not an echoey hallway.

Before you hit record, scan the frame. Remove anything weird: leftover lunch, stray pets, that stack of receipts you’ve been ignoring. A little set dressing makes you look polished, even if you’re wearing pajama bottoms.



Editable Checklist: - ☐ Frame shows my unique space - ☐ Cleared clutter/background distractions - ☐ Added something local/Denver to the scene - Notes: ____

4. Focus on Sound—Invest in a Simple Mic

Imagine you find a business video with cool shots and clever edits—but the sound is muffled, echoey, or drowned out by traffic. You’d swipe away, right? Don’t let that be you. Good audio is half the battle.

Here’s how: Plug a \$20 clip-on mic into your phone and pin it to your collar. It’ll pick up your voice and cut out background noise. No mic? Move closer to your phone (but not so close it’s awkward) and film in a quiet space.

Example: If you’re a therapist, record in your office with the door closed. If you’re outside, watch for wind or street noise—do a quick test and play it back before the real take.

Editable Checklist: - ☐ Used a clip-on mic or positioned phone close - ☐ Checked sound for background noise - ☐ Re-recorded if needed - Notes: ____



phone mic example



best mic placement

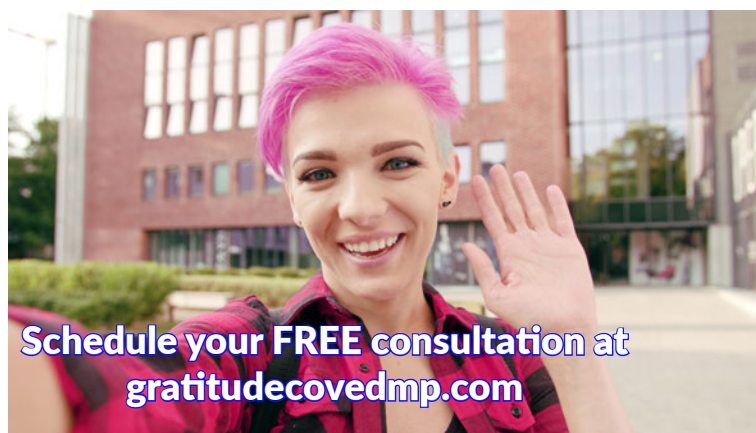
5. Close With a Call to Action (and a Smile)

End every video by telling viewers what you want them to do next. Simple, clear, and with a touch of warmth. Don't just say "thanks for watching"—give them a direction.

Example: "Like what you see? Click the link below to see our daily specials!" or "Want more tips like this? Follow us and check out our website for a free consultation."

And remember: a genuine smile goes a long way, even if you feel goofy doing it. The last impression is the one that sticks, so end on a high note, invite your audience to take the next step.

Editable Checklist: - ☐ Gave a clear call to action - ☐ Smiled at the end - ☐ Invited viewers to website or next step -
Notes: ____



"Visit our site gratitude cove D-M-P Dot Com!" [Call-to-action text on screen]

Bonus: If You're Camera Shy—Try This

Everyone feels awkward at first. Record yourself, watch it back, and delete your first few takes—no one's looking over your shoulder. Ask a friend to film you if it helps you relax, or start with short “story” videos on Instagram or Facebook (they disappear after 24 hours—low stakes!).

Imagine your best customer is on the other side of the lens, rooting for you. Remember: You're not here to win an Oscar. You're here to be real, relatable, and present.

Final Word: You've Got This.

You don't need Hollywood sets or a degree in drama. You need a few tricks, a bit of courage, and a willingness to show up as you are.

If you want hands-on help, or a coach who makes even the camera shy feel like stars, I'm here for you.

Book a free 30-minute “Video Confidence Call” today—no pressure, no hard sell. Just practical advice and a laugh or two.

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