

1000WATTPRESENCE



express yourself brilliantly

Table of Contents

Your Personal Inventory:	3 - 11
Building Confidence:	12 - 17
Art of Casual Conversation:	18 - 21
Selling with Ease:	22 - 29
Amazing Presentations:	30 - 35
Shine on Camera:	36 - 38

WELCOME

Hi! I'm Alexa Fischer.

I'm here to help you speak with confidence and calm - just about anywhere.

- At an incredibly important board meeting, in front of stakeholders.
- To an auditorium full of people, who just might buy your book.
- At your sister's wedding - without losing it.
- With a stranger at a crowded cocktail party, who might be your next big client.
- Or even on video, reaching millions of viewers and potential customers.

Speaking in front of people + sharing your story can be easy and even fun.

Promise.

I know because I spent much of life doing just that - speaking on stage and through the camera lens as a professional actress. You might have seen me on [NCIS](#), [CSI](#), [Numb3rs](#), [Bones](#) or one of about a million television commercials. While I loved acting (and still do!) I wanted to connect with people *as myself* - not as a character I was playing.

I wanted to use the things I learned at the Yale School of Drama + on the set to help people tap into their own brilliant light. **Speaking with conviction, overcoming fear, connecting with anyone, ever - these are skills that benefit *all* of us.**

So for the last few years, I've been doing just that.

I teach CEOs, private clients, online students, and huge companies how to connect - through video, sales-making pitches, engaging presentations, and small talk conversations people actually enjoy.

And I've been blessed with amazing clients. Trader Joe's, SONY, Dress For Success, National Charity League - I've been humbled and honored to work with all of them. Through our work together, they were able to land new clients, create engaging, money-making presentations, connect with more customers, and communicate better with each other.

While much of my work helps people with speaking and presentation skills, at the heart of it, I help people see their greatness. I help them unearth the thing they've always wanted to do and then find the courage to actually start. I crystalize *why* they want it, *who* they are meant to serve and *how* to articulate it easily. With that, they light up and the world takes notice. So, let's get started. Your 1000 Watt Presence is dying to come out!

A few tips to get the most out of this class:

Let's make sure you are starting off on the right foot, shall we? I know it may be tempting to clear your schedule, grab a hot cup of coffee and tear into this course from start to finish, but you will simply not get the best results if you do. This course is designed to be implemented in everyday life, one section at a time. Here are some additional guidelines to insure your success. You deserve it!

A handwritten signature in black ink that reads "Alexa". The signature is fluid and cursive, with a large, stylized 'A' and a long, sweeping tail.



Your Inventory: Identifying Your Personal Blocks

Before we start your journey on personal growth and development, it's a good idea to see where you are right now. Every trip has a starting point and a destination. This section is about evaluating yourself to see the areas you wish to improve. I must warn you, you are entering into *The Judgement Zone*. Fear not. With a few simple guidelines you can evaluate yourself with honesty and integrity without bruising your ego along the way.

- Be compassionate with yourself. This is not an opportunity to judge yourself harshly. It's simply a chance to identify areas you wish to polish.
- Be curious about ways that you can expand your ability to express yourself.
- Be committed to the process of observation and evaluation. You will probably not love this part, but do it despite the cringe it will leave on your face. Knowledge is power and when you know where you are, you will know where you want to go.
- If you get stuck in the process, ask a friend for help.
- Do not skip this section!
- Smile along the way. It makes it much easier...

Your Mind: A Look at the Habitual Way You Think

"The chains of habit are too light to be felt, until they are too heavy to be broken."

-Warren Buffett, modified from the original quote by Samuel Johnson,
18th Century English author

Your mind is a very powerful tool. It's the compass by which you navigate the world. If you want to build healthy habits and practices, you need to examine where your mind habitually resides. As you will see in the next Module, your ability to tap into positive thoughts will help you craft a life you love, but to train your mind, you must first identify your mental patterns.

Habitual negative thoughts, insecurities and doubts drain your energy. The first step in transforming any negative habit is awareness. In this lesson I invite you to gently monitor your mental patterns. Once you identify areas of improvement, the roadmap to transformation emerges.

Questions to Consider:

- What is your first thought when you wake up in the morning? Are you typically happy, optimistic, or content? Do you tend to be anxious, overwhelmed, or bored? What is your typical mental state as you emerge from sleep?
- When is your mind typically at ease? Does it shift depending on who you are with? What happens when you are alone? With friends? With Colleagues?
- When do you find yourself mentally drained? What typically triggers this state of mind? What do you do to calm yourself down?
- How would you describe yourself? How would others describe you?

Meet Special Guest: Daphna Slonim, MD

Now it's time to take your mind to the gym. It is my great pleasure to introduce you to Daphna Slonim, MD, author of the groundbreaking book, "The First Key: How to Remove Subconscious Sabotage". She will be teaching you energy psychology techniques to release limited beliefs that have likely been holding you back. Our thoughts are our fuel to success, so let's train our minds to achieve all we desire.

To learn more about her work, please visit her blog: <http://www.thefirstkey.com/blog/>

Or you are welcome to watch her in action on her YouTube channel:

<https://www.youtube.com/user/daphnaslonim>

Dr. Slonim is a Board Certified psychiatrist based in Los Angeles, California, and has been in practice for over 35 years. She is the author of **The First Key: How to Remove Subconscious Sabotage**. In the early 1980s, Dr. Slonim was introduced to the methods of energy muscle testing and energy psychology. Using the basic tenets of these methods, she adapted and developed her own techniques for addressing trauma with her patients, which she has done for over 20 years. Most recently she was a co-director of a NATO project preparing first responders in former USSR countries to deal with acts of terrorism and natural disasters in 2007. She is currently the Medical Director of the DSA Medical Clinic in Beverly Hills, CA and has been since 1987.

If you are interested in learning about removing subconscious sabotage, I encourage you to get a copy of The First Key, sign up for a webinar or attend an upcoming workshop. Her groundbreaking work in the area of psychiatry, energy psychology, and subconscious sabotage has helped the lives of countless people. To learn more about her work, please visit: <https://thefirstkey.com/>

Cognitive Corrections: Re-Training Your Mind for Success

Cognitive Psychotherapy is based on the idea that how we think (cognition), affects how we feel. Our thoughts determine our feelings. If our mental representations are inaccurate or our ways of reasoning are inadequate then our emotions and behavior may become disordered.

Cognitive therapy maintains that we cannot change how we feel, but **we have control over our thoughts**. When we change our thoughts from negative to objective we feel better. Cognitive therapy helps people to become aware of when they make negative interpretations, and distorted thinking. It helps people to develop alternative ways of thinking which reduce the psychological distress.

The technique was developed by Dr. **Aaron T. Beck**, in the early 1960s. He found that depressed patients have negative automatic thoughts (cognitions). They accept these thoughts as valid and don't take time to question them. These negative automatic thoughts distort their views of themselves and reality and cause their depression.

Beck began helping patients record and analyze these thoughts, evaluate their validity and replace them with more realistic, objective thoughts. This led them to feel better emotionally and behave more functionally. Successful interventions educate a person to understand and become aware of their distorted thinking and how to challenge its effects.

Cognitive therapy for depression focuses on helping patients to monitor their negative thoughts. The cognitive therapist teaches clients how to identify distorted cognitions through a process of evaluation. The clients learn to discriminate between their own thoughts and reality. They learn the influence that cognition has on their feelings, and they are taught to recognize observe and monitor their own thoughts.

Then they find out which one of the ten types of cognitive distortions (thinking mistakes) it falls under. For example, depressed people tend to minimize the positive and magnify the negative. They have a crystal ball and "know" the future and they know it is going to be catastrophic. They read minds and they know people think bad things about them. They over generalize. If something bad happens to them it means that that everything is bad.

After finding out the error in their thinking, the patients are asked to write down an objective rebuttal to their own negative thoughts. Eliminating cognitive distortions and negative thoughts is very effective to improve mood and anxiety. Positive self-talk helps to counteract negative self-defeating thoughts and other negative thoughts that help sustain a depressed state.

http://en.wikipedia.org/wiki/Cognitive_therapy

Your Voice

Have you ever stopped to consider that your voice is an instrument? Like all instruments, it takes patience and practice to learn how to play it effectively. In this segment, I invite you to explore your voice as if you have never heard it before. With compassionate ears, listen for qualities you admire and areas in which you can improve. When your voice is clear, expressive, flexible and free, your audience will listen to you easily. You have important wisdom to share.

Take Action: Get Recording!

- Find a simple recording device, and get comfortable learning how to record yourself. Many smartphones offer “voice memos” as a feature.
- Look for opportunities to record yourself speaking. Ideally, you will record yourself multiple times, in various situations. You are likely speaking differently with friends than with your clients. Hear for yourself!
- Be a compassionate listener. No one likes the way they sound, so have a playful curiosity along the way.

Vocal Examples: Listen and Learn

The vocal pattern of President O’Bama: <http://www.youtube.com/watch?v=5ZeOhgEj-hw>

The vocal pattern of President Clinton: <http://www.youtube.com/watch?v=i5knEXDsrL4>

The many great voices (and stories) to listen to at themoth.org

Your Voice Exercises

Now that you have recorded yourself in various scenarios, it’s time to start identifying the vocal qualities that make up your habitual way of speaking. I want to share some gentle reminders:

1. Your unique voice is awesome. Never doubt that. I am simply offering some tools for you to see aspects about your voice in which you can CHOOSE to adjust. There is no right and wrong. Just awareness.
2. You will cringe when you listen to your voice. Everyone does, so you are perfectly normal.
3. Do not skip this exercise. I promise, it gets to be more fun later!

Vocal Awareness: Bonus Material

Fricken Fillers: Are you tired of the ums, ahs, and like’s that interrupt the natural flow of a conversation? This is the single biggest obstacle between you and your audience. It’s time to release that pesky habit once and for all.

<https://www.alexafischer.com/break-your-habit-of-vocal-fillers/>

Rising Intonations: Back in the 1980's this vocal pattern was affectionately attributed to "Valley Girls". When your voice rises up at the end of a sentence when you are not asking a question, it sends the message that you are not sure what you are talking about.

<http://www.alexafischer.com/rising-intonations-and-the-emotions-they-reveal/>

Articulation: Oh boy do we have lazy mouths! If you want to work on the clarity of your words, then I suggest reading Dr. Seuss's *Fox in Socks* out loud. It's quite a workout!

<http://www.alexafischer.com/the-fabulous-fox-in-socks/>

Your Vocal Qualities Checklist

It's time to identify characteristics of your voice. While listening, notice volume, pitch, and rhythm. Below you will find examples of other qualities that reflect what you hear. Take note and mark down your observations.

- Airy or Breathy
- Soft-Spoken
- Whimsical
- Fast
- Slurred or Tired
- Over-articulated
- Warm
- Relaxed and comfortable
- Hoarse
- Honky
- Hyper-Nasal
- Harsh
- Strained
- Raspy
- Wobbly
- Loud
- Chesty
- Child-like
- Sultry

Your Vocal Warm-Up

Have you ever stopped to consider that your voice is an instrument? Like all instruments, it takes patience and practice to learn how to play it effectively. In this segment, I invite you to explore your voice as if you have never heard it before. With compassionate ears, listen for qualities you admire and perhaps areas you can improve. When your voice is clear, expressive, flexible and free, your audience will listen to you easily. You have important wisdom to share.

Meet Tessa Auberjonois

To view her theatrical resume, visit:

<http://resumes.actorsaccess.com/tessaauberjonois>

To hear her voice-over demo reel, visit:

<http://ilashe2.wix.com/tessavo#!home/mainPage>

I encourage you to make a habit of practicing this vocal warm-up a few times a week. When you have a flexible and resonate voice, you will delight your audience's ears. Feel free to use the guide on the next page to help you with the exercises. It's fun, I promise. Well, maybe not for your neighbors.

Connect to your breath

- Notice your breath
- Relax your belly
- Send your breath down to your toes
- Breathe deeply

Warm up your face

- Roll tongue behind lips
- Blow air through lips on a sigh

Warm up your lips

- Hum on a sigh
- Feel the buzzing on your lips
- Send vibrations to a spot in front of you

Warm up your nasal resonators

- Create a bright sound, "Me!"
- Send the sound through your cheek bones

Warm up your articulators

- Repeat, "Topeka, Topeka, Topeka."
- Repeat, "Bodega, Bodega, Bodega."
- Play with pitch and rhythm

Integrate your voice

- Slide sound from head to chest
- "Me, me, me.." at the nose
- "May, may, may.." at the mouth
- "My, my, my..." at the chest
- Slide up and down humming, "Ha, hum, maaaaaa..."

Your Body

Now it is time to turn our attention to your body, specifically your inner aspect and your outer aspect.

Your Inner Aspect: Your emotional state of being is reflected in the way you carry yourself. What is the habitual way you hold your body? What happens to your body when you are nervous? Excited? Comfortable? If you are curious about the message your body is sending to the world, then I invite you to quietly observe yourself over the next few weeks. Pay special attention to the following characteristics:

- **Spine:** Do you hunch over or do you typically stand up tall?
- **Shoulders:** Do you carry tension in your shoulders? Are your shoulders usually relaxed and open, or stiff and forward? Does this change depending on who you are with?
- **Chin:** Do you tend to stand with your chin pointing up, fairly level, or bent toward your chest?
- **Arms:** When standing, do you typically cross your arms in front of your body? Are you comfortable leaving them by your side?
- **Hands:** Do you tend to gesture with your hands or are you more reserved?
- **Stance:** When standing, do you typically lean, cross your legs, turn your feet inward or have a wide open stance?
- **Movement:** Are you stiff? Flexible? Can you move freely? Do you suffer from aches and pains? Do you tend to be very sedentary?

Please note: There is no “correct” way to carry yourself. In the broadest terms, if you are interested in projecting confidence, your body will be relaxed, open and grounded, and free from tension and pain.

Your Body: The Inner Aspect

Strengths and Stretches

Once you have observed yourself, jot down at least five areas that you believe are your personal strengths and then list five areas where you could imagine yourself adjusting slightly to be more open, released, balanced and strong. The more specific you can be, the better.

Strengths

(For example: I have a strong handshake, I look people in the eye, I smile when I meet someone new, I enjoy sitting up straight, I can walk / run easily without pain).

- 1.
- 2.
- 3.
- 4.
- 5.

Stretches

(For example: I bite my fingernails when I get nervous, I slouch when I sit at the table, when I chat with friends I jut my chin out - which strains my voice, I tap my foot when I get nervous).

- 1.
- 2.
- 3.
- 4.
- 5.

Your Body: The Outer Aspect

The outer aspects reflects the way we present ourselves externally. This includes wardrobe, hairstyle and general cleanliness. To me, personal style is about feeling great about the way you present yourself to the world. It is not about wearing the latest fashion trend or sporting the most expensive handbag. It's about being excited and comfortable in your self-expression.

Take a moment and reflect about how you present yourself to the world. What do you love and what do you want to improve - just a little bit?

Strengths

(For example: I always have a great outfit in my closet that is clean and ready to wear at a moment's notice, I love how easy it is to do my hair and it looks great, I wear comfortable shoes that make me feel powerful).

- 1.
- 2.
- 3.
- 4.
- 5.

Stretches

(For example: I never know what to wear, people say I look tired a lot, I feel like I'm the worst dressed person in the room, my closet is stuffed with things I don't wear).

- 1.
- 2.
- 3.
- 4.
- 5.

Your Signature Style

There are so many wonderful ways to express yourself through fashion. As a teenager I chose to shop at the Salvation Army from time to time. True story. The point is, I am a big believer that you do not need to fill your closets with brand name designers to look good. Ideally you want to FEEL great because your clothing is an authentic representation of yourself.

A few years ago I got some expert advice from my stylish friends about how they created great outfits, no matter the occasion.

Here are some of their best tips:

- **Research looks you love.** Go ahead and grab a couple of magazines and flip through the pages to see if there are certain styles that spark your interest. Notice patterns, colors, textures, accessories, etc.
- **Look at catalogues.** Become familiar with the stores that carry the styles you admire. If you are budget conscious, make a point to check their websites for deals or sign up for notifications when they have seasonal promotions.
- **Purge the closet.** Get rid of the items you have not worn in the last few years. This is a critical step in maintaining a fresh, exciting look.
- **Store seasonal items.** This twice yearly practice gives you the perfect opportunity to review and access your signature look. By storing the items that are out of season, you maintain order in your closet. When you can see your clothes, you are more likely to put together fresh and inventive combinations.

Now, for some of my favorite resources for great looks and goodies. Enjoy.

The Sartorialist: <http://www.thesartorialist.com/>

Liv Haley: Simple. Sophisticated. Jewelry: <http://livhaley.com/>

My dear friend, Liv Thornhill created this fantastic line of jewelry along with her lovely sister-in-law, Haley. Their collection is worn by some of the biggest movie stars in the world.

Ellen Lubin-Sherman: <http://essentialsoffabulous.com/>

Ellen Lubin-Sherman write the book on being fabulous. Seriously. She is the author of the incredible book, *The Essentials of Fabulous: Because Whatever Doesn't Work Here Anymore*. You can sign up for her blog at essentialsoffabulous.com



confidence | ¹ kǎnfədəns; -fə | dens | *a feeling of self-assurance arising from one's appreciation of one's own abilities or qualities*

While the term “confidence” can be defined above, the real question is what does confidence mean to you? For me, it’s the ability to be calm, grounded, connected to the world and willing to be curious and open in any situation. It’s the ability to manage life’s challenges with clarity and compassion. It’s the ability to see the big picture. It’s the ability to be humble when successful and generous with everyone you meet. It’s the energy of success and the cornerstone of happiness. Quite simply, it’s the ability to say YES to life.

Now, what does confidence mean to you? Take a moment and write down your description.

I believe confidence is:

What is Energy Muscle Testing?

It is widely known that positive thoughts and feelings are beneficial. While this concept can be readily accepted, have you ever seen proof of the power positive thoughts? I am thrilled to share with you a very simple technique called Energy Muscle Testing (EMT).

I was first introduced to this technique by Daphna Slonim, MD and I continue to implement it in my work. Once you experience it for yourself, you will certainly think twice before berating yourself with negative thoughts, participating in negative chatter or absorbing negative energy.

To give you a greater understanding of the history of this methodology, I am providing a brief synopsis of the origin of Energy Muscle Testing and how it works.

History and Theory of Energy Muscle Testing

By Daphna Slonim, MD

Applied Kinesiology that addressed the concept of Energy Muscle Testing (EMT), began in 1964 with the research of the American chiropractor George J. Goodheart, Jr. In his book with Robert Frost called *Applied Kinesiology: A training manual and reference book of basic principles and practices* (Ronin 2002), Dr. Goodheart wrote, “Applied Kinesiology is based on the fact that body language never lies. The opportunity of understanding body language is enhanced by the ability to use muscles as indicators for body language—the opportunity to use the body as an instrument of laboratory analysis is unparalleled in modern therapeutics because the response of the body is unerring.”

In 1971, Dr. Goodheart found a correlation between muscles, organs and glands with the meridian system of Chinese medicine. When there is a block to the flow of life energy (Chi) in a meridian, for whatever reason, the muscles connected to that meridian will weaken. When the energy flows freely without blockages, the muscle will be strong. He discovered that the lack of energy in a meridian could be associated not only with muscle weakness but also with functional problems in specific organs and glands.

In 1973, his student, the chiropractor John Thie, wrote the Touch for Health manual that was intended for use by the general public. This book and its many editions, laid the foundation and made “Energy Medicine” and “Energy Psychology” available to millions of people.

By testing the strength or weakness of an indicator muscle, Applied Kinesiology provides access to the body’s internal computer. Since the body is connected to the consciousness of all that is, this internal computer has unlimited knowledge. The Universal Consciousness, or the Higher Self that I refer to in this book, knows much more than the limited ego is aware of. The Higher Self that is part of the cosmic computer is not limited by the conscious knowledge of the thinking brain.

The body’s computer regulates millions of functions that we are unaware of, such as controlling our heartbeats, filtering urine, fighting bacteria, digesting, metabolizing, breathing etc. The body’s computer obviously knows much more beyond our conscious awareness. So it is not surprising that the body’s computer also knows what is good for us and what harms us.

As with all computers, the body’s computer operates according to the binary system: 0’s and 1’s; either a yes (1) or a no (0). The access is through energy muscle testing. A strong muscle is a “yes.” A weak muscle is a “no.”

Doctors Goodheart and Thie used muscle strength to check beneficial or harmful nutrients. The Australian psychiatrist, Dr. John Diamond took this finding further in what he called Behavioral Kinesiology. He found that the same principle of muscle testing was true when checking the body’s response to emotional or mental stimuli. The muscle will get strong with a positive statement, positive emotion, looking at smiling faces, listening to classic music etc. On the contrary, negative

statements, hateful emotions, hard rock music and looking at frowning faces, will weaken the muscles.

Later the American psychiatrist, David R. Hawkins M.D. Ph.D. expanded the research and discovered that one can use muscle testing to distinguish between truth and falsehood.

Dr. Hawkins also discovered that the body's computer had access to knowledge that was not consciously available. During his seminars he would often distribute 1000 sealed, unmarked envelopes. 500 contained artificial sweetener and 500 contained Vitamin C powder. The participants were instructed to muscle test each other while holding the envelopes and to note if their muscle was weak or strong. With no exception, when the envelopes were opened the people who held the Vitamin C had strong muscles. The people with weak muscles found that their envelopes contained the artificial sweetener.

Instant Confidence: Tips to Own Your Awesomeness

I've said it once and I'm going to say it again, you're awesome. You were born awesome and you are awesome right now. Got it? I know, sometime you don't feel so awesome and in those moments I invite you to use a few simple tools to get you back in that winning headspace so you can reconnect to your inner light. Here are two of my favorite tricks to turn my blues into bursts of sunshine.

Your Superhero Name

Remember playing when you were a child? Perhaps you tied a scarf around your neck and pretended to fly? You felt like you could leap tall buildings in a single bound? Play with me for a minute. If you were to craft your very own superhero name, what would it be? What incredible traits do you have at your fingertips? What do you do for others that makes them feel loved and appreciated? Write it down in the space below and then place that name on post-its all over your home to remind yourself of your super-hero capabilities. When you are feeling a little "less than", repeat your superhero name and watch your energy field strengthen instantly.

My superhero name is:

Your Superhero Soundtrack

There's nothing like the perfect song to get you in a great mood. Why not craft a playlist of your favorite tunes? When you have a tough day or you're feeling stressed and overwhelmed, you can snap yourself back into your groove by listening to your superhero soundtrack. Happy listening!

My Big Win: A Personal Success Story

I decided to share this story simply to illustrate my point that anything is possible. Once you have prepared your material and you feel that you are ready to approach your ideal clients, there is a leap of faith that you must take that sets your dreams in action. When you have cultivated confidence, you give yourself permission to take chances and expand your horizons. There is no guarantee that you will land the job, but I guarantee that you won't land the job unless you TRY.

So, what's your dream? If you have an inkling of where you wish to reach for the stars, by all means, write it down here. You just may get what you wish!

My big wish:

Additional Resource:

Stephanie Barrymore
The Selling Method
thesellingmethod.com

Affirmations Work: How to Create Your Power Post-it

Back in the first Module, we discussed how you can re-frame your negative thoughts to more positive perspectives. We are going to take that exercise one step further. First, go back to your list of habitual negative thoughts in the "The Mind Exercises". Now, choose one that really stands out as a negative thought you suffer from chronically. Here are a few of my favorites:

- I don't have enough time
- I'm so stressed out
- I can't do it all
- I'm exhausted
- Nobody appreciates my work

You get the idea. Once you have selected ONE, I invite you to write the opposite positive statement.

Here are some examples: Transform the negative (left) to the positive (right)

I don't have enough time → I have all the time in the world

I'm so stressed out → I feel calm and balanced

I can't do it all → I can handle life's responsibilities

I'm exhausted → I have the rest I need

Nobody appreciates my work → My peers respect my work

Please note: When you are transforming your negative statement into a positive one, try and create a positive statement that you believe on some level to be true. In other words, make it somewhat believable to you, so when you see it, repeat it or think it, there is part of you that can genuinely believe it to be true.

Now, it's time to craft your power post-it. Let's start with your habitual negative thought. Please write down the following:

Your Negative Statement:

Your Positive Transformation:

Now take this positive transformation and place it on several post-its. The idea is to create a new imprint on your mind by seeing this statement, in print, throughout the day. Place these post-its everywhere. On your bathroom mirror, in your car, by your bed, in your closet, on your refrigerator. If you get a tad shy about having other people see what you have written, you can create a symbol to secretly represent your positive affirmation.

Remember, what you focus on, you become. It's time to start tuning into your awesomeness. One post-it at a time.

The Secret of Success: How to Cultivate Gratitude

The world is a prettier place when you wear “rose-colored glasses”. In other words, if you were to focus on the beauty of life instead of the chaos, uncertainty and fear that is swirling around you on any given day, you would feel better. Period. It’s not that you would not be aware of the stresses and challenges in life, it’s simply that you would not be plugged into the emotional current of negativity that drains your energy and stops you from doing your great work.

So, how do you train yourself to cultivate gratitude?

Your Gratitude Journal

This exercise seems absurdly simple, yet it is a powerful tool to shift your daily attention from the horrors of the world, to the wonders of the world. Amazing, beautiful things are all around you, but it is up to you to notice.

Grab a journal, or designate a special spot on your computer or phone, to jot down **THREE THINGS** you are grateful for at the end of each day. It could be as simple as a smile from a stranger or as awesome as hitting the lottery. Commit to doing this exercise for at least **THREE WEEKS**. After a few days you will start to notice that you are looking for things that you are grateful for throughout the day.

Rose-colored glasses are always in style...



The Art of Casual Conversation

Nothing replaces the feeling of connecting with a person face to face. There is an energy exchange that you simply do not feel when you communicate over the phone, on a video call, in an email or through instant messaging. We are wired to be in concert with one another, so how do you cultivate this skill so the experience of conversation becomes effortless and engaging?

In this Section, we will be examining the components of making a great first impression as well as the best practices to delight everyone you meet. I am amazed by how basic these principles are and yet so many people overlook how important it is to be present to the people you interact with, to give them the gift of your attention, to avoid toxic conversations and to seek opportunities to meet new people.

Mastering the art of casual conversation is your gateway skill to creating new, meaningful relationships. It's time to get in the game.

Questions to Consider:

- How do you feel after watching TV for a few hours?
- How do you feel after playing video games?
- How do you feel after you have spent hours in front of the computer?
- How do you feel after meeting up with an old friend for lunch?
- How do you feel when you attend a concert?
- How do you feel when you collaborate with your co-workers?

Over the next few weeks, bring your awareness to how you feel when you are speaking with new people. I invite you to also observe how you feel conversing with people you know. Write down any discoveries you make. In the areas where you feel less confident, you can choose to implement the upcoming tools to develop increased confidence and awareness.

Digital Distractions

Remember life before cell phones? I know, it's hard to do, right? We have become so addicted to these little devices, we simply cannot imagine life without them. They are beckoning for our attention

throughout the day, allowing virtually anyone to reach us at any given hour. It can be oppressive at times. I am amazed how acceptable it has become to be perpetually interrupted by a call, a text or an email alert. But, what is the cost of this tethered life?

Call me old-fashioned, but I really appreciate it when someone gives me their undivided attention. It tells me that they respect my time, my energy and the connection that comes with engaged conversation.

Here are a few tips for modern etiquette in the digital age:

Put it Away: It's OK to be unavailable for periods during the day. If you are meeting with someone in person, make it a point to tuck your device away so you will not be distracted by the beeps and buzzes that it will likely create during your conversation.

Resist the Urge: I know it is tempting to "get things done" on your phone while you are standing in line, waiting for an appointment, or alone in a coffee shop. Instead of checking Facebook, why not resist the urge to engage with your phone and choose to connect with a stranger nearby? Not only will you likely experience a pleasant exchange with a live human being, you will also give yourself the perfect opportunity to practice the art of casual conversation.

Intend to Connect: You will get results by taking action. At least once a day, make an intention to connect with a new person. Remember, you are exercising your conversation muscles, so you must take your mouth to the gym. Get talking, people!

First Impressions

Who doesn't want to make a great first impression? One of the primary goals of this course is to give you the tools you need to feel empowered walking into a room, knowing that you are presenting yourself and your message with confidence and enthusiasm. If you are interested in hitting it out of the park right from the start, then follow these simple guidelines to impressing everyone you meet.

Remember, people remember the way you made them FEEL, not the words you actually said. Make a great first impression, by allowing your awesome energy to flow through you. Here's how:

A Confident Handshake: Your handshake is an indicator of your inner energy flow. When I connect with a limp, weak handshake, it tells me that the person is not truly connected to their inner strength and light. A confident handshake is firm not forceful, forward, not retracted and warm above all else.

Strong Eye Contact: The best gift you can give someone is your undivided attention. When meeting a new person, really look them in the eye. You can learn so much about them by looking into their eyes. Really pay attention to the expression on their face, their state of mind, and their needs. Believe it or not, those answers shine through their eyes. Take a look and see for yourself.

A Warm Smile: Never underestimate the power of your smile. In addition to making you feel vibrant, you are also projecting your good energy to everyone you meet. A genuine smile indicates a positive, warm personality. On the flip side, a frown tells the world to back off...you're not interested. One smile and everyone wins.

This week, pay attention to how you greet new people. How do they greet you? Are there ways in which you can adjust your approach to turn up your positive vibes? Try it and see. Great new relationships await you.

How To Deal with Conversation Challenges

I'm not sure why society is so obsessed with negative news. It's everywhere. In the age of 24-hour coverage, you simply cannot escape the constant reporting of chaos, despair and fear. It's no wonder people feel overwhelmed and depressed! To make matters worse, mainstream entertainment is literally overflowing with guns, violence, obnoxious behavior and the degradation of women.

All this hunger for negativity naturally translates into our everyday lives. It permeates our behavior and the habits of those around us. Gossip, harsh criticism and bad mouthing are all socially acceptable behaviors, but they are stopping you from experiencing deep happiness and peace. I'm not suggesting that you need to become a saint, forever refraining from uttering a negative phrase, but I encourage you to become aware that negativity is contagious and if you wish to get on the positive train then you better unpack the negative baggage.

Furthermore, what is all this negativity doing to our bodies and our minds? As you have seen through Energy Muscle Testing, what we take in drastically affects us so I encourage you to be mindful of the experiences you expose yourself to and you participate in. Let me ask you, how do you feel after you watch a sensational reality show? How do you feel after watch the nightly news? How do you feel after you gossip about someone you know? Take some time in the next few weeks to quietly observe.

Take Action:

- If you find yourself in toxic conversations, see if you can interject a positive comment to shift the energy. If that doesn't work, you can always choose to not participate at all.
- Strike up positive conversations.
- When you set your intention to be positive, notice how positive people are attracted to you and negative people tend to stay away.

Opportunities to Practice

I am a big believer in the power of practice. It takes the same skills to present a TED talk as it does to have an engaging conversation with a stranger. People respond to someone who is confident, open, engaged and present. Notice how I didn't say perfect...there is simply no such thing. I adore seeing someone who is authentic and unique and utterly human, meaning they may fumble, but they are confident enough to gracefully handle the flub and keep going. These skills take practice so you need to exercise these muscles in real-life situations.

Do not, I repeat, do not, wait until your big moment to shine. The key to being prepared is to actively seek and take advantage of opportunities to practice in everyday, low-stakes situations. For example, you want to ask your boss for a raise? Create a low-stakes situation in which you want a desired outcome from a conversation that is parallel to asking for a reward for your great work. To practice, ask a co-worker for something you need or want. You can be genuine in your request. The key is creating the intention to practice and then noticing the skills and behaviors you used to be persuasive, confident and calm.

Take Action:

- Set the intention to practice. Remember, the way you will see results is if you put these lessons into ACTION.
- Actively seek opportunities to connect. That may mean attending more networking events, chatting with more strangers every week or finding new people to connect with at work.
- Get out of your comfort zone. You grow when you expand. If you're feeling uncomfortable with the above activities, you are heading in the right direction. Good for you!



Be an Incredible Salesperson - Easily + Authentically

Let's face it, we are really selling all the time, and yet when most people think of the word "sales" they cringe just a bit. Why? It's not a bad thing to be compensated for your great work or to be rewarded for a job well done. You deserve to be successful so it's high time you learned how to sell with ease.

When you are discussing a movie you love or a delicious meal you enjoyed, you are "selling" the experience. Just because you don't personally profit from the referral, doesn't really matter. You believe that the person you are speaking to will genuinely benefit from hearing what you have to say. In fact, you loved it so much, you want them to experience it too!

So how does that exchange shift when you are promoting yourself instead of someone else's product or service? Does the voice of insecurity and doubt start getting louder? It's quite natural to want to be understated or humble about how incredible you are, but if you are stopping yourself from articulating your gifts, then you are blocking yourself from sharing your great work. You are not helping yourself and, more importantly, you are not helping others.

Anytime you are focused on yourself instead of the people you serve, you will be overly sensitive to how you are perceived. In other words, you will be self-conscious instead of being in-service. When you shift your focus outside yourself, you are instantly liberated! Your focus is on them, instead of you. It's their needs, concerns, and desires that you are listening to and in doing so, your sales become a GIFT that they are seeking to obtain.

The key to selling with ease is understanding the following truths:

- You have amazing gifts to give the world
- People love to be inspired by others
- Your work is your service to other people

Let's Identify Your Limiting Beliefs

It's confession time. If you have any limiting beliefs around selling, then I invite you to get the out of the shadows of your mind and into the bright light of reality. Take a moment now and grab a piece of paper. Write down all your insecurities, doubts, frustrations and hesitations around selling. We need to clean up the cobwebs before we can start fresh.

Once you have completed your list, go ahead and shred the page. That's right. Say goodbye to those limiting thoughts once and for all. Life's too short to keep playing small.

How to Find Your Spark

There are certain activities in life when you allow yourself in get *in the zone*. Hours slip by easily and effortlessly while you blissfully engage in your favorite task. In those moments your body and mind *transcend*. You may experience a sense of calm, or a twinge of excitement, a rush of energy or a peaceful stillness. When you are there, you know it. During those moments, are you self-conscious? Are you nervous or overly sensitive? Are you critical of everything around you?

When you are engaged in an activity you love, you shine. You recharge your inner batteries and you share that positive energy with everyone around you. It feels great to experience it and it feels equally great to be around someone who embodies that energy. In those divine moments, you are actively connected to your inner spark, that light source within you.

So, how do you identify your spark? Start by taking note of when you find yourself *in the zone*. It can be during recreational activities, quiet moments at home, engrossing tasks at work, or anytime you are engaged in an activity that fills you with positive energy. Now, write down your reflections.

I am in the zone when I am...

Please note: If you cannot think of a current activity in which you experience this state of mind, then think back to an activity or experience in your childhood that you really loved and enjoyed. It's there. Believe me.

Now that you have identified those moments, I invite you to dig a bit deeper and identify what specifically you were *doing* that made the experience so enjoyable. See if you can write down specific behaviors, skills, and intentions.

In the zone, I am...

Next, let's turn our attention to your work. What do you LOVE about what you do? What tasks give you energy? What activities excite you? What experiences do you look forward to? Here is where your spark lies in your professional life. Now, write them down.

At work, I love to...

Your spark is your gift. When you connect to what you love about what you do, you ignite your spark. That is the same energy which then lights up everyone you meet. The first step is to identify your spark, so you can weave it into the way you present yourself to your clients and prospects.

The Elevator Pitch

The purpose of an elevator pitch isn't to close the sale. The goal isn't even to give a short, accurate, Wikipedia-standard description of you or your project. And the idea of using vacuous, vague words to craft a bland mission statement is dumb. No, the purpose of an elevator pitch is to describe a situation or solution so compelling that the person you're with wants to hear more even after the elevator ride is over.

-Seth Godin, Marketing Guru and Best Selling Author

How many times in your life have you answered the question, “So, what do you do?” It’s such a boring question and yet we find ourselves asking and responding to this very question hundreds of times in our adult life. If you have struggled to find a compelling and authentic way to describe who you are and what you do in 60 seconds, then you are not alone. Again, preparation pays off and when you take the time to craft a message that reflects your awesome sauce, you will get people curious to learn more about you, once that proverbial elevator ride is over.

How do you typically describe what you do?

How do you feel about the way you typically respond? Does your answer usually inspire the listener to ask more questions? Do you feel confident when you answer? Is there room for improvement?

Take a moment and look back at the answers you wrote about your spark at work. What do you truly LOVE about what you do? WHY do you love what you do? See if you can rewrite your pitch to reflect your spark.

Your revised pitch:

The purpose of this exercise is for you to own your gifts and share them readily with the world. When you speak about your work for the first time, you are planting seeds of inspiration that can blossom into long and meaningful relationships. When your message is clear, concise, engaging and authentic, your audience captures your message effortlessly. If you make someone work too hard, they will inevitably tune you out.

Once you have fine-tuned your revised pitch, go ahead and put it on some power post-its. You will need to remember how you wish to pitch yourself at a moment’s notice. Retrain your mind by placing your new pitch on post-its and read them for at least two weeks. Then get out there and start pitching. The world awaits all you have to offer!

The Power of Listening

In this course, there is quite a bit of attention paid to how you present and express yourself. Since you are in-service of others in your work, I would be remiss if I did not point out the power of being a great listener. Giving someone your undivided attention is a tremendous gift. Not only do you make a person feel appreciated, you also learn invaluable insights into their needs, concerns and desires. If

you are interested in successful sales and meaningful relationships, then learning to listen will give you the insights into truly helping others.

So, what does it mean to be an active listener?

Listening Basics

Be present. While you may want to check out the stream of people entering the room, the most important person is the one standing in front of you. Respect them by giving them your full attention.

Ask questions. It's time to get curious about the person you are speaking with. Prepare yourself with some engaging questions to learn more about why someone is attending the event or what has inspired them lately.

Let it flow. A conversation is like a dance. Allow the energy to move freely between you both. When you are relaxed and open, free from inner chatter, and present with the person you are with, they will adore being in your presence.

Be generous. Look for ways to help wherever you go. If you sense someone could use a referral, a tip or a suggestion that might help them in their business and personal life, then, by all means, be generous with your information. It's gracious and kind, all at the same time.

The Gifts From Listening

If you have not yet been persuaded to hold your tongue and let the other person speak for a change, then consider these added benefits of listening:

Shift your attention. When you are hyper-aware of yourself, you cut your energy off from truly connecting with others. Instead, decided to focus your attention on the other person. You will instantly feel relieved to silence the critic in your head and tune into the fascinating details of the person in front of you.

Mine for gems. If you are interested in connecting with a new potential client, then find out exactly what makes them tick. Are there areas of frustration or a desire to grow? Do they have a challenge in which they are seeking a solution? Learn as much as you can about them and then you will be armed with the information you need to position yourself as a solution provider, once you feel you could be a good fit. In other words, meet them where they are and then see if you can help in any way.

Questions to Consider

Take a moment and reflect:

Are you a listener? Most people would say yes, but I challenge you to really think about this one. Do you find yourself asking a lot of questions during a conversation or do you merely interject your opinion? Begin to observe what you do in the upcoming weeks.

Listen to yourself. In the first Module, you recorded yourself speaking. Go back and review those files. Now, ask yourself the same questions above. How much do you really listen? Do you change depending on who you are with?

How does it feel? Consider how gratifying it feels when someone is really listening to you. Remember the Golden Rule? “Do unto others and you would have them do unto you.” It’s golden for a reason.

How to Identify Your Ideal Client

I am a firm believer that there are more than enough clients for everyone. Once you have identified the people that you LOVE working with, you can attract them to you by simple preparation.

Life is simply too short to work with people you do not like working with, right? Instead of coming from a place of desperation where you are hungry for your next paycheck, understand that there are specific clients that are perfect for you. When you serve them, extraordinary things happen.

So, how do you identify that mysterious ideal client? Ask yourself:

- Which clients have you adored working with the most? How would you describe them? What was your experience working together? How much did you charge? How did they make you feel?
- What aspect of your work truly lights you up?
- With your best customers, what problems or challenges did they have that you resolved? How did your great work make an impact on their lives?

Once you have reflected on your professional journey, you are ready to craft your Ideal Client Avatar. This is a fictitious person that is so specific you would recognize them if you bumped into them in the street. They embody the characteristics, the needs, the challenges, the desires and the personality of the individual that you would LOVE to work with and who is a natural fit for what you do.

Once you have created your Avatar, you can speak about your work in a compelling, passionate and very specific way.

Your Ideal Client Avatar Worksheet

Name:

Age:

Profession:

Challenge/Need/Frustration:

What are their fears?

What are their dreams and desires?

Why do they need you?

How do they feel working with you?

Dealing with Rejection

I can guarantee that you will be rejected along the way. It's a given. Once you have come to terms with that one fact, you can begin to get over the fear of rejection once-and-for-all. It simply comes with the territory. The real question is, how do you deal with it?

I have a few tools that I learned from my early days of being a professional actress. You needed to have pretty thick skin to deal with the inevitable rejection that came with the job. So, here are my tidbits of wisdom that kept me happy and in the game.

Do not take it personally. I cannot emphasize this one point enough. Sometimes there is no rhyme or reason why you did not get the job, or the client, or the big sale. It may of had nothing to do with you at all, and yet there is an inner voice that is perpetually telling you that you were the one to blame. Rubbish! The more you can train yourself to be less sensitive and critical of your every move, the happier you will be.

Feelings are not facts. Again, when things are not going the way you want, you will likely have strong feelings. These feelings will often lead you to conclude "truths" about a given situation. Be warned! Feelings are not facts, so why waste valuable energy on some dramarama that may or may not be true. Pick yourself up, dust yourself off, and move on.

Pause before reacting. When facing any kind of rejection you will likely have the urge to DO something. Give yourself a giant gift by pausing before sending that snippy email, or storming into a room demanding an apology, or drowning your sorrows in a pint of Rocky Road ice cream. You will give yourself some perspective by simply pausing before taking any action you may regret later.

The fact is, life is full of curve balls and we learn the most from our obstacles, not our successes. THANK GOODNESS I did not land a massive career in television. I would likely not be teaching you right now. (And I am so happy I am!)

<http://www.alexafischer.com/how-david-mamet-made-me-almost-famous-my-night-at-the-moth/>



Dream Big! How to Picture Yourself on Stage

From where you stand right now, you may not believe that you will have an opportunity to officially present yourself and your work in the near future. The truth is, you never know when that opportunity may arise. When it does, you want to be prepared.

Take a moment now and allow yourself to dream. If you had absolutely no inhibitions, no limiting beliefs, and no invisible walls between you and the big message you wish to deliver, where would you share your voice? What stage could you see yourself on? Write as many details as possible. You just may get your wish!

My dream stage is:

How to Nail Your Next Interview

The idea of being interviewed makes most people nervous. That's perfectly normal. The best way to beat those jitters is by being prepared. Here are my favorite tools:

Connect to your WHY. When you are connected to your passion and purpose, your positive energy flows through you. Your LOVE of your work is the spark that ignites the audience's curiosity. When you share that light with joy, you have the audience leaning in and wanting more.

Keep it short and sweet. Once you are connected to your WHY, you will need to clearly and concisely communicate HOW you do what you do. The juicy nuggets of information are the primary way people get what you do and how you do it. Most people have limited attention spans, so help them by practicing these phrases so they effortlessly fall from your lips.

Tune in. Despite the fact that you may feel a bit nervous, you can instantly set your mind at ease by tuning into the other person. Take in your environment, look into the eyes of your interviewer, breathe and remember that you are simply a person having a conversation with

another person. An interview is a like a dance but it's so much more fun when you're not stepping on your partner's toes.

Take Action:

Seek Opportunities: Do not wait for a major interview to practice. Go ahead and seek other low-stakes opportunities to work with leaders in your industry, potential publishing partners or smaller venues such as Podcasts. You will need practice to refine your message, so look for ways to meet people, connect and share your wisdom.

Start paying attention to websites, live events, television shows, podcasts and partners who may be able to advance your message. When you find one that you believe would be a great fit, put it on your list.

Remember, when you are prepared, you feel comfortable to be creative and spontaneous in the moment. It's the best recipe for a dynamic interview. Try it and see.

Check this out:

Here is an interview that covers all kinds of great material, but it is also a wonderful example of a great interview. Enjoy.

Marie Forleo interviews Susan Cain, Author of *Quiet: The Power Of Introverts in a World that Can't Stop Talking*

<http://www.marieforleo.com/2013/11/susan-cain-introverts-networking/>

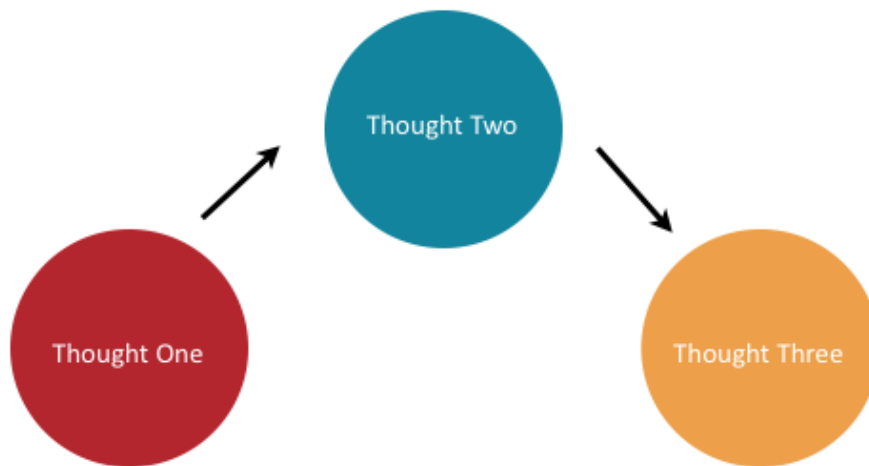
Power Point Presentations

No more boring presentations, please. If I could distill this lesson into three words, it would be LESS IS MORE. Since I do not foresee this type of business tool going away anytime soon, here are some critical guidelines to making a meaningful impact the next time you create those signature slides.

What is your STORY? People love stories. Why not deliver a fabulous story that illustrates your point instead sharing mere "information"?

A targeted take-away. What do you want the audience to remember after your presentation is over? What action do you want them to take? Now, go find a great story that helps inspire them to do so.

Toss the script. The moment you read from a script, you instantly disconnect from the audience. Once you have selected a few stories or main points you wish to share in your presentation, I invite you to create **thought bubbles** around each idea. These bubbles are specific ideas that you are so deeply connected to, you could speak about them effortlessly.



How to Prepare Your Presentation:

- Identify your goal. What do you want the audience to see, feel or do?
- What compelling stories help illustrate your point?
- What images are *absolutely necessary* to support your presentation?
- What are the thought bubbles that walk the audience through your compelling message?
- What are the transitions to help you get from one thought bubble to the next?

Please note: If you are compelled to write out your entire script, you are welcome to do so. It will likely help you map out the content points. Using that script, you can then identify the thought bubbles and transitions. *Do not, I repeat, do not use a script in your presentation.* If you follow this advice, I promise you and your audience will have a ball.

Great TED talks to check out:

Susan Cain: The Power of Introverts

http://www.ted.com/talks/susan_cain_the_power_of_introverts.html

Brene Brown: The Power of Vulnerability

http://www.ted.com/talks/brene_brown_on_vulnerability.html

Amy Cuddy: Your Body Language Shapes Who You Are

http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are.html

Preparation Exercises: 6 Keys for Success

SMILE: Energy is contagious. When you are having fun, so will everyone around you.

BREATHE: Before you begin, take a deep breath to get calm and grounded. Nervous energy will block you from connecting to your audience.

ENGAGE: Keep your focus on the people in the room. While you may be tempted to stare at your notes or the screen, it's the *audience* you need to engage.

PREPARE: Feel free to use notes during the presentation to keep yourself on track. Ideally, the more familiar you are with the material, the less you will need to refer to them.

VISUALIZE: Before your presentation, spend time visualizing the event. See yourself covering the material effortlessly, making the audience smile, and feeling the joy of sharing your gift.

LET GO: Not all people are compelled to get involved. Your efforts have an impact that you may or may not ever realize. Do not focus on measurable results. Trust that your message will have an effect.

How to Deal with Anxiety

It is perfectly normal to get excited or nervous before a presentation. It's human nature really. Here are some of my best techniques to release anxiousness when the pressure is on. Try them and see for yourself.

Belly Breathing

- Sit comfortably with your feet on the ground.
- Relax your belly and close your eyes.
- Breathe slowly in through your nose and out your mouth.
- Find a comfortable length to breathe in and out.
- Quiet your mind.
- Release tension in your shoulders, neck and face.
- Continue breathing until you have released all tension.

Visualize

- Picture the presentation as if it is happening right now.
- See yourself smiling. You are happy and confident.
- Notice the details of the room.
- Be aware of the audience's approval.
- Walk through the presentation enjoying each moment as it unfolds.
- Repeat this process until you can successfully get through the presentation from start to finish.

Listen

- Enjoy your favorite music before the event to get in the mood
- Use guided visualizations to relax you

Holding the Neuro

It is perfectly normal to get excited or nervous before a presentation. It's human nature. I'm thrilled to share with you another lesson from the course I co-created with Daphna Slonim, MD about releasing the fear of public speaking. In this video we address a critical tool to get you calm when the anxiety surfaces.

The Procedure

Hold the neurovascular points on your forehead.

These points, called the Frontal eminence, feel like bumps on your forehead directly above your eyes. These particular points affect blood flow through the entire body. They are valuable to bringing more blood to the thinking brain (prefrontal lobe) under stress.

When you are under stress, you have to act on instinct. The thinking brain short-circuits, and subsequently has less blood going to the frontal area in your brain. This is the reason it is difficult to concentrate under pressure.

When you hold these points you bring blood to the thinking brain which helps you get focused when stressed. You can either put one of your hands on the entire forehead, or you can put the fingertips of both hands on the bumps and your thumbs on your temples, near your eyes. Stay in this position, breathing deeply for a few minutes. Crossing your hands over one another may give extra benefits.

You can also use these points to release traumas or other negative emotions, by "reprogramming" the emergency response loop. Bring to your attention the traumatic experience, while doing the above procedure for a few minutes. Sometimes a really traumatic memory will take more than one session. Keep doing it till the memory is losing all of its emotional load.

SHINE ON CAMERA

Video Creation: How to Get Comfortable on Camera

Video is everywhere. If you have never considered yourself as someone who would end up in front of a camera, then think again. The use of video is growing rapidly and the sooner you can embrace it, the better. After all, people love to see the individuals *behind* the brand. If you want to build a tribe of fans or simply connect with your team virtually, then it's time to get comfortable on camera. It's not as scary as it seems.

You use the same skills on camera that you use when speaking in front of an audience. The trick is to do it with *ease*. With practice and a few essential tips, you are guaranteed to shine.

Let's get started.

All the Ways to Leverage Video Right Now!

Take a moment and consider all the types of video you use right now. Video conferencing, Google hangouts, Skype, video blogs, YouTube, in addition to all the streamed video content for entertainment and gaming. Video is everywhere.

While you may not envision yourself appearing on camera in the immediate future, the key is start practicing now in "low-stakes" situations. The most important part of connecting to your audience is connecting with the lens.

Video chatting is growing at a rapid pace and now you can "Facetime" with friends and family on most Apple products. If you're not a Mac user, you can find similar technology through Skype, Google and many smartphones. Now, when you are communicating with your peers, go ahead and **practice looking in to the LENS instead of their face in the frame on your screen**. I cannot emphasize this point enough. In order to really shine on camera, you need to connect with the viewer who is essentially on the other side of the lens. By practicing during a casual video call, you are exercising this critical muscle. Try it and see.

Now, it's time you get on the video! Where do you see yourself leveraging video in your life?

Business:

Personal:

Seek opportunities to practice right away. You'll be glad you did!

The Equipment You'll Need

The Device

Your phone or tablet can be your one stop production studio. With a few simple tools, you can create professional quality videos using devices you likely already own. To get a clear image, remember to clean your lens before shooting.

The Sound

The quality of the sound plays an important role in your video. Pay attention to your environment and see if you can minimize outside or interior noise. You may need to shoot video during certain times of day or particular days of the week, when it will be more quiet.

Using your wired headset as a lavalier is the easiest way to achieve better sound quality. If you do not wish to pin it to your body, you can also place it strategically closer to you, just below the screen. Try it and see the difference.

Types of Video to Create

Time to get your creative juices flowing. Here is a list of a variety of videos you can produce for your business.

- Product demonstrations
- About Me
- New product and service launches
- Homepage
- Meet the Team
- Behind the scenes
- Weekly video blogs
- Frequently Asked Questions
- Market Updates
- Reviews

Take Action

Start surfing the web to see what types of videos appeal to you. What specifically do you like or dislike about the video? Are your competitors using video? If so, how? Keep a running list of ideas and websites that inspire you. When you are ready to create your own videos, you will have plenty of ideas to build your own video strategy.