



EMOTIONAL CONNECTIONS:



How to Create your Confident Congruent M³ Personas

Honour the viewer – know their WIIFM and M³ match the best you to tell the video story. You must make that side of you, or persona, on show congruent with that script. Like an actor on stage, to connect to your script emotionally you must KNOW what image you are trying to portray so you can be congruent...

Ask yourself:

- ▶ who do I need/want/choose to be perceived as?
- ▶ how do I need to feel to get this message across?
- ▶ how do I need to look/sound?

Remember, it is a 'given' that you are:

- ✓ Professional
- ✓ Informative
- ✓ Interesting
- ✓ The expert in your field

... about what you present – **SO TELL YOURSELF YOU ARE!**

Our duty as a presenter is to feel our message and make our audience feel enough to bother doing something – so we can get what we want from them - our Call to Action (CTA).

7 Stage Acting Exercise: Emotional Connection Mirror Me Playlist A&E



CONCEPT: How Do Feelings Feel and Show?

In the book I asked you to say "*I'm excited!*" and to notice the difference it makes when you say what the words actually mean? Then you boosted that energy the 30% by adding in the real FEELING of the words and *showing* us what it means to you.

Well now we're going to dive into deep detail to *really* observe yourself and see:

- ▶ what that looks like
- ▶ how it feels
- ▶ how your body changes and what your muscles do

You need to develop Feelings by Doing with Emotional Connection A&E

Think of the feeling – a real time in your life and say "*I'm Excited!*"

- ✓ Use a wall mirror to watch your reactions + how you move
- ✓ Forget about any camera restrictions on movement for a moment and simply **remember...**
- ✓ **How does "*I'm Excited*" really feel and see how it actually looks...**

This mirror exercise will help you discover how to develop your M₃ = Mind-Muscle-Memory Bank.

NB. How your body moves automatically has an effect on your voice when you let it too, so chat out loud to yourself during the exercise while feeling any emotion and hear how it carries through. This is one of the obvious reasons why incongruence is so easy to spot when you know how...



Emotional Connection Mirror Me Playlist A&E



1. Think of a time when you were really excited? When did you think or truly say "I'm excited!"

✓ Get it?... Got it?... Good.....
.....
.....

2. Who was with you?

.....

✓ How did they look? What were they doing? Were they excited for you?!

.....

3. Stand up, feel it! How did it really feel in your body, on your face – how did it make you feel?

Really remember that feeling in the moment and feel how it felt... Look in a mirror – see how you look.....

.....
.....

Fix your feelings in to your M³ Mindset Bank

4. Allow your body to move as if it is back in the moment "excited" - how would you move?

Your head, neck, shoulders, back, hips, legs, feet, arms, hands.....

.....
.....

5. How do you express it in your face? What happens to your face?

Your mouth, eyes, eyebrows, forehead, cheeks, chin

.....

6. File, or Mindset, your reactions in to your Mind-Muscle-Memory-recall-bank.

✓ Say the feeling out loud - tell yourself what you were "Excited!" about out loud

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7. M³ Mindset the feeling - see it, feel it in your body and we will hear it in your voice!

✓ Let your mind be free to choose the *right* words for you *right now* – trust what's right!

.....
.....

M³ Mindset the feeling and the words you want to say will naturally come!



My Emotional Connection List



Actors use emotional connection words to decide a mood for any scene or 'moment' within a scene on stage – to make the emotions you see on stage appear *real*...

To help decide how you want to be perceived in any video, or as an overall theme, I've created a whole list of adjectives, feelings, ways of being from warm, spontaneous, to direct, serious, to committed, quirky to sexy, to fun!

Pick your words for the A&E...

Emotional Connection: Video Presenter Playlist A&E

1. Pick out all the relevant words you or others say you are/can be.
2. Pick 10 that relate to how you want to be perceived *for your work*.
3. Order them 1-10 of words you'd most like others to say about you on screen.
4. Pick three to five (max!) that relate to a specific video story you want to tell.
5. Pick the one key mood as the overall driving mood of this video.
6. You now have your overall mood theme and your ideal positive perception words.
7. Now do your Mirror Me A&E for each of these moods you choose – Try, then simply be...

▶ **My 10 words:**

▶ **My 3 moods for this video:**

▶ **My Overall key mood theme word:**

M³ Emotionally Connect – You to your Script to your Viewer

- ✓ Effect the Effect = have emotional impact, then fake it till you make it!
- ✓ Create the reality inside of you = M3
- ✓ Use the mirror or camera to practise and make it real for me to see too!

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**This is your Emotional Connection IMPACT!**

Start with making part one of your I'MPACT – I AM...

**You can be whoever you need to be to present this video...**

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My Emotional Connection List



I AM

- | | | | | |
|--|---------------------------------------|--|--|--|
| <input type="checkbox"/> warm | <input type="checkbox"/> hard-hitting | <input type="checkbox"/> compassionate | <input type="checkbox"/> conservative | <input type="checkbox"/> committed |
| <input type="checkbox"/> dynamic | <input type="checkbox"/> laid back | <input type="checkbox"/> animated | <input type="checkbox"/> spontaneous | <input type="checkbox"/> demonstrative |
| <input type="checkbox"/> direct | <input type="checkbox"/> inquisitive | <input type="checkbox"/> intellectual | <input type="checkbox"/> enthusiastic | <input type="checkbox"/> intense |
| <input type="checkbox"/> flirtatious | <input type="checkbox"/> purposeful | <input type="checkbox"/> encouraging | <input type="checkbox"/> serious | <input type="checkbox"/> down to earth |
| <input type="checkbox"/> earthy | <input type="checkbox"/> patient | <input type="checkbox"/> funny | <input type="checkbox"/> demanding | <input type="checkbox"/> adventurous |
| <input type="checkbox"/> warm | <input type="checkbox"/> inquisitive | <input type="checkbox"/> conservative | <input type="checkbox"/> passionate | <input type="checkbox"/> committed |
| <input type="checkbox"/> precise | <input type="checkbox"/> stylish | <input type="checkbox"/> cautious | <input type="checkbox"/> assertive | <input type="checkbox"/> deliberate |
| <input type="checkbox"/> energetic | <input type="checkbox"/> chatty | <input type="checkbox"/> restrained | <input type="checkbox"/> formal | <input type="checkbox"/> unconventional |
| <input type="checkbox"/> grounded | <input type="checkbox"/> outgoing | <input type="checkbox"/> analytical | <input type="checkbox"/> driven | <input type="checkbox"/> amazing |
| <input type="checkbox"/> sporty | <input type="checkbox"/> competitive | <input type="checkbox"/> touching | <input type="checkbox"/> funky | <input type="checkbox"/> witty |
| <input type="checkbox"/> controlled | <input type="checkbox"/> expressive | <input type="checkbox"/> outrageous | <input type="checkbox"/> perfectionist | <input type="checkbox"/> honest |
| <input type="checkbox"/> sociable | <input type="checkbox"/> passionate | <input type="checkbox"/> cheeky | <input type="checkbox"/> determined | <input type="checkbox"/> curious |
| <input type="checkbox"/> stimulating | <input type="checkbox"/> quirky | <input type="checkbox"/> amiable | <input type="checkbox"/> focused | <input type="checkbox"/> realistic |
| <input type="checkbox"/> caring | <input type="checkbox"/> challenging | <input type="checkbox"/> astute | <input type="checkbox"/> thrilling | <input type="checkbox"/> straightforward |
| <input type="checkbox"/> sophisticated | <input type="checkbox"/> humorous | <input type="checkbox"/> coaxing | <input type="checkbox"/> startling | <input type="checkbox"/> natural |
| <input type="checkbox"/> healthy | <input type="checkbox"/> intriguing | <input type="checkbox"/> persuasive | <input type="checkbox"/> arty | <input type="checkbox"/> suave |
| <input type="checkbox"/> grounded | <input type="checkbox"/> funky | <input type="checkbox"/> spontaneous | <input type="checkbox"/> sophisticated | <input type="checkbox"/> serious |
| <input type="checkbox"/> charming | <input type="checkbox"/> challenging | <input type="checkbox"/> natural | <input type="checkbox"/> demanding | <input type="checkbox"/> coaxing |
| <input type="checkbox"/> concise | <input type="checkbox"/> clear | <input type="checkbox"/> healthy | <input type="checkbox"/> astute | <input type="checkbox"/> focused |
| <input type="checkbox"/> experimental | <input type="checkbox"/> dependable | <input type="checkbox"/> factual | <input type="checkbox"/> earthy | <input type="checkbox"/> astute |
| <input type="checkbox"/> animated | <input type="checkbox"/> encouraging | <input type="checkbox"/> excited | <input type="checkbox"/> intense | <input type="checkbox"/> persuasive |
| <input type="checkbox"/> restrained | <input type="checkbox"/> startling | <input type="checkbox"/> hard-hitting | <input type="checkbox"/> outgoing | <input type="checkbox"/> REAL |
| <input type="checkbox"/> intriguing | <input type="checkbox"/> practical | <input type="checkbox"/> stylish | <input type="checkbox"/> trustworthy | <input type="checkbox"/> bold |
| <input type="checkbox"/> friendly | <input type="checkbox"/> accurate | <input type="checkbox"/> approachable | <input type="checkbox"/> smiley | <input type="checkbox"/> Sexy – sex sells! |
| <input type="checkbox"/> * | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Add your own words to grow your list!*

Use the mirror to practice & create the reality for you!

▶ **My 10 words:**

▶ **My 3 moods for this video:**

▶ **My Overall key mood theme word:**

And remember - effecting this effect is the first step to help you “fake it till you make it so be” #Flawsome!
If your script doesn't instil *any* emotion in you, re-write it - then use this exercise to help you boost that 30%+ energy and connection even when you don't feel it *for real*... your viewer will think you do!



MY NOTES...