



Book reference: p 66-67

### To make an Impact, take the I'M-PACT...

We now know *why* we want to make an impact on our viewer:

1. Our WIIFM – what’s in it for me? .....
2. Their WIIFM – viewer what’s in it for me? .....
3. Whose WIIFM is most important? .....
4. Which WIIFM we use for max impact? .....
5. Our Emotional Connection .....
6. Our Actional Connection .....
7. How we use this to create max impact .....

**So now make an impact and commitment by creating your own I'M-PACT...**

Or my **“I Am, I Can, I Will Pact...”** to support your positive presenter mindset:



### THE I'MPACT ONLINE WORKSHEET A&E

*The I'MPACT IMPACT – I am... I can... I will...*



To make the Impact you want...

Create your own I'M-PACT before you go on camera, online or on any screen!

**Emotional Connection: Who do I want to be?**

**I AM:** .....

My M<sup>3</sup> mindset to create the perception – so viewers have trust, belief and confidence in me!

**Actional Connection: What must I do to my audience to reach my objective CTA?**

**I CAN:** .....

The action I need to do, to create that perceived reaction in my viewer

**Objective CTA: What do I want my audience to do/say/feel as a result of my presentation?**

**I WILL get my viewer to:** .....

This is the point for me of my video, for my confident mindset – this result WILL happen!

**Connect with Confidence, Credibility & Charisma.**



MY NOTES...

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