



Book reference: p 63-65

ACTIONAL CONNECTIONS & OBJECTIVE CTAs

- ▶ **Emotional Connections** are your 'moods' + your *real* feelings...
- ▶ **Objective CTAs** are the ideal **results** you want from your viewer...
- ▶ **Actional Connections** help you 'perform', so you can evoke *real* feelings in the viewer...

Every Performer has a driving objective - what they want another character to do, feel or say on stage. Video presenters need a clear objective of what they want their audience to do / feel / say when watching - a clear reaction you want from them, an answer to their "What's In It For Me?" (WIIFM) – it's your **Call to Action = CTA**.

Plan for your video **CTA Action**, so you know what you want from your viewer (*your video WIIFM?*) and connect it to your viewer WIIFM - why they are watching?

How you do is your **Actional Connection** driving verb – *how will you get buy in?* Linking this to your emotional connection enables you to get what you want *without* making it seem pushy, overly-salesy or unnatural. Simply know that you *CAN* affect your viewer by...

How to create your CTA Action A&E

Now think very specifically about your WIIFM results.

This is your Objective which will create your actual CTA line at the end of your script.
Be specific, precise, concise with your gut answers:

1. What do I ideally want my audience to do as a result of my presentation?
E.g. buy, sign up, register, login, change, donate, interact, etc.
2. How do I want my audience to feel?
E.g. Inspired, energized, heartened, empowered, chastened, guilted, etc.
3. How do I want them to look?
E.g. Smiling, calm, focused, determined, enraged, energised, etc.
4. What do I want them to say?
E.g. I'm going to... Do / Act / Sign up / Relay info, etc.
5. What's my No.1 specific aim?
E.g. They will do... buy this product / call me / sign up online / share the info, etc.
6. How can I help them do that?
E.g. Make them questions themselves / think / laugh / cry / get enraged, etc.
7. What Action will make them do what I want?
E.g. I CAN...

Creating Your Objective CTAs + Actional Connections



Think about them for a specific video idea you have...

1. WHY I want to connect = my WIIFM (*what's in it for me*) = *I will get...* my Call to Action (CTA)?
= **My CTA Objective**
2. WHAT my viewer will get from watching me? How I help/serve/provide for them?
= **Their WIIFM Objective**
3. HOW I evoke a reaction is the 'conceptualised' verb *I can DO to them... to make them feel + act?*
= **My Actional Connection**

Aim to connect conceptualisation + feelings to make enough impact to effect an action to act.

Strong Objectives + Actional Connections drive the result!



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The Objective CTA + Actional Connections Online A&E

7 Steps to Create your Actional Connections A&E

Your presenter Actional Connection is broken down in to 7 steps to create the impact:

1. Have a clear WIIFM Objective CTA of what you want your viewer to do / feel / say as a result of your presentation?
2. Now evoke that reaction in your viewer by thinking what you *can do* to them to emotionally or conceptually connect your WIIFM to their WIIFM?
e.g. inspire, outrage, challenge, provoke, beg, cajole, tease, persuade, empower etc.
3. Give yourself a very clear Actional word - build the business "Take Action Now!" impact
4. Like actors use a Verb to give yourself the sense of *Action*
5. Use strong verbs that will affect and evoke that effect – i.e. have the impact
6. Remember – it's from their PoV – what THEY need you to do to convince them
"Is it really worth watching and doing something for you? Only if you affect me!"
7. Ask yourself - what does it take to get you to watch + act yourself?
e.g. do you need to be challenged / scared / moved / intrigued / appeased in to action?

Actional Connection List Online A&E

The Actional Connection List is of verbs to help your I'MPACT. Choose which verb(s) you **CAN** conceptually do to get your viewer to do what you want... Feel free to add more words and start creating your own list in your Workbook today!

My Actional Connection List



I CAN

<input type="checkbox"/> inspire	<input type="checkbox"/> outrage	<input type="checkbox"/> shame	<input type="checkbox"/> command	<input type="checkbox"/> bewitch	<input type="checkbox"/> smash
<input type="checkbox"/> buy / sell	<input type="checkbox"/> shock	<input type="checkbox"/> restrain	<input type="checkbox"/> bemuse	<input type="checkbox"/> humour	<input type="checkbox"/> decree
<input type="checkbox"/> dazzle	<input type="checkbox"/> empower	<input type="checkbox"/> plead	<input type="checkbox"/> cajole	<input type="checkbox"/> prepare	<input type="checkbox"/> charge
<input type="checkbox"/> encourage	<input type="checkbox"/> mystify	<input type="checkbox"/> control	<input type="checkbox"/> tease	<input type="checkbox"/> entreat	<input type="checkbox"/> coax
<input type="checkbox"/> contradict	<input type="checkbox"/> revive	<input type="checkbox"/> influence	<input type="checkbox"/> demand	<input type="checkbox"/> reproach	<input type="checkbox"/> instruct
<input type="checkbox"/> change	<input type="checkbox"/> challenge	<input type="checkbox"/> torment	<input type="checkbox"/> rouse	<input type="checkbox"/> flatter	<input type="checkbox"/> prime
<input type="checkbox"/> beg	<input type="checkbox"/> drill	<input type="checkbox"/> electrify	<input type="checkbox"/> uplift	<input type="checkbox"/> stimulate	<input type="checkbox"/> engross
<input type="checkbox"/> tease	<input type="checkbox"/> thrill	<input type="checkbox"/> astonish	<input type="checkbox"/> baffle	<input type="checkbox"/> amuse	<input type="checkbox"/> fascinate
<input type="checkbox"/> energise	<input type="checkbox"/> enthuse	<input type="checkbox"/> empower	<input type="checkbox"/> intrigue	<input type="checkbox"/> rouse	<input type="checkbox"/> stir
<input type="checkbox"/> astound	<input type="checkbox"/> daze	<input type="checkbox"/> direct	<input type="checkbox"/> excite	<input type="checkbox"/> overwhelm	<input type="checkbox"/> WOW!
<input type="checkbox"/> bamboozle	<input type="checkbox"/> thrill	<input type="checkbox"/> enlighten	<input type="checkbox"/> dominate	<input type="checkbox"/> confuse	<input type="checkbox"/> *

*Add your own words to grow your list - use your thesaurus to find strong affecting verbs!

Know you can affect your audience & you WILL create an effect in them.



MY NOTES...