



Section 1 - Lesson 2 - Emotions and Energy

Transcript

This course is based on a principle that no one in sales or marketing talks about, but it's key to getting what you want. It's a great mystery that goes back to the dawn of creation.

Life is energy. Plants, birds, rocks and trees; all energy. You are energy. One of the main differences between you and a rock, though, is that you have a choice about the kind of energy you use, and what that builds in your life.

The mystery is why we don't consciously work with it when it has so much to offer. Most people don't know they are energy broadcasters and world builders in every moment of their lives. This has consequences, obviously.

I don't understand why this isn't taught in school. It's like giving a machine gun to a toddler and saying, now go get what you want, honey. This lack of awareness is responsible for creating energy patterns that can wreck your whole day, week, month, year or even life, without you ever knowing why.

Having a better understanding of our energy is kind of important. Actually, nothing is more important. It also begs the question, what do we even mean by the term "energy"?

Well, I have my theories, but I don't know where all energy comes from. I do know it can be neither created nor destroyed, and I know one other small but critical fact. To get what we want, humans put energy in motion which I call "E-Motion" or just emotion for short.

So how does this apply to making videos?

It means you're already putting some kind of energy in motion, maybe even broadcasting it in your videos. The flavor of energy you broadcast, appropriate or not, is the emotion your viewer picks up on.

Job #1 is to consciously choose the optimum energy flavor or emotion, for your viewer to absorb. However, and this is big, that energy needs to blend harmoniously with the viewer's e-motion. I did not say match one-to-one. That would not be a good idea. That would be like two magnets with the same polarity trying to get together. I'm talking about matching in a complementary way. Otherwise that video will not have the effect you were hoping for.

Say you were speaking in front of an audience full of sullen skeptics and you have an energy signature of wild joyous enthusiasm. They would probably just be turned off. They might find you entertaining, but not credible. We'd probably see you out in the lobby afterwards, shooting testimonials to back up your claims.

On the other hand, if you showed up in front of that same audience as a mentor with an energy of quiet assurance and encouragement, you'd create a completely new effect; probably one where that audience takes a step in your direction with a smile on their face.

There's one more thing to be aware of when it comes to matching energies.

Keep in mind your ideal viewer has probably already become frustrated by their own inability to solve the problem they are thinking about now while they're watching your video. So they've got some natural resistance. They've been let down before. This might sound bad, but it's actually good, because without resistance, they wouldn't be as aware of their problem.

And when you use the language of energy like this, you're giving them the opportunity to melt their own resistance naturally, and helping their minds open, and their emotions turn more positive, and that's all great. That's what we want in our videos. So hopefully will be some darkness in their emotion, and that it's even necessary for them to move forward. More on that later.

For now just remember that all emotions have their complementary emotions, and out of the reaction between them comes something good. This process is called energy matching.

The point is this: Taking charge of your e-motion is key to getting what you want out of your videos.

The only question is, how do you do that? And that's what this section of the course will help you do. It presumes that you are going to use video to broadcast a certain type of energy-in-motion to a certain type of person, producing a certain type of response. But you can use it with any other mode of communication. It's just that video is a hundred times easier.

So first things first. We need to know what an e-motion is and what it isn't. What most people call emotions are actually thoughts. A thought might even look like an e-motion from the outside, but it's born dead. It doesn't have any energy in it because it comes from a low level of consciousness that has no energy of its own. But some of those thoughts can really rack up the frequent flyer miles and make a pretty good case against you if you ruminate long enough. That'll stimulate some emotion and on the scale of cause and effect, put you right at the outer limit of effect.

E-motion, on the other hand, has power to spare. It's pure energy. It comes from a place of pure energy, from a higher level of consciousness, and it has a certain flavor. When you use energy in the way we'll use it in this course, on the scale of cause to effect, you are right on cause. Great actors, directors, producers and writers, as well as great entrepreneurs, understand this in their bones if not their brains. It's how they use their energies to move you. And in doing so they become some of the wealthiest human beings on the planet.

Seems to me that's a pretty good skill to have in your back pocket. Nothing else matters nearly as much if you want to give up persuasion and help people sell themselves on you.

So let's look at e-motion and thought side by side and see if we can figure this out.

Ask someone to choose an emotion for their sales video, for instance, and they're likely to say "I want them to buy". Or maybe "I want to be powerful on camera" or "I want to wake them up!" None of these are e-motions.

"I want them to buy" is a desire born of a thought. There might be an e-motion behind all that, but it hasn't been identified yet.

"I want to be powerful" is a desire born of the need to be accepted by the right people. A poor choice for anyone.

"I want them to wake up!" expresses a desire for the viewer to adopt a new mindset. But it's an action, not an e-motion.

So if none of these are e-motions, what is?

An e-motion is any variation of fear, sadness, anger, regret, happiness, anxiety, gratitude, disgust, amazement, curiosity or embarrassment.

I've posted 3 lists under this video of positive, negative and neutral emotions. It'll just make it easier for you to choose as you're scanning through over 250 of them at once. These words should give you a good start. In fact, I would be careful about straying from that list. Any of these will power your on-screen performance if they are right for you, your audience and your business.

So here's the \$1,000,000 question: How do you choose the right emotion for you, the one that will blend best with the e-motions of your audience?

For that we need to look at something called a Role. Your energy signature/field will be wrapped, focused and broadcast from a Role inside which your e-motion will manifest quite naturally. You won't even have to think about the energies you're creating and managing. The Role will manage your energy without your direct involvement.

This way you can focus on your viewer instead of on yourself. And that seems to work best for everyone.

Speaking of focusing on your viewer, when you understand the flavor of energy your viewer is bringing and you are steeped in your own energy signature, you'll be able to visualize your viewer with startling clarity. That makes your on-camera work that much more compelling.

But before we do any of that, we need to make one more very short video. It'll be the first of the new polarizing videos you make. In other words, it will begin to attract the right people and repel the less right ones.

It clarifies your value to yourself, it clarifies it to your viewer, it forces you to take a stand on one easy-to-understand, yet meaningful service you are here to provide to the right people.

It's also important to do it now before we get into the work on Roles for two reasons.

One: Remember, only 7% of the effectiveness of your communication will come from the words themselves, but they serve more than one purpose. They define you more clearly in the mind of your viewer. And more importantly, they activate your Role. I'll explain why and how in the next section.

Two: You'll probably want to re-shoot this video later with a more refined technical setup and a full integration with your Role. That's the one you'll likely post to the world.

So for now, just watch the next lesson called "The Big Why Video". This simple, humble little video is going to become the vehicle for your flight into a new and pretty wonderful world of selling. The rest of this course will be your fuel. So let's start putting this video together right now.