



THE STRANGEST SECRET

AN INTRODUCTION TO THE ROLES

Actors are the strangest artists. They also know the strangest secret about being human. Stranger still, most do not understand the explosive implications of the secret they hold.

Sometimes, the hidden nature of the secret leads them to believe that their very craft is based on a great big lie. This sort of view can even hamper their ability to enjoy life.

And what is the “lie”? That the act of performing betrays who you really are.

The problem with this frame of reference is that if it were true, almost no one would be able to function in life. It’s a completely false premise. The authentic self is a flexible construct.

The root of this misconception is based on the faulty assumption that our personality is fixed somewhere around the age of five. Then it becomes some kind of monolithic commandment that we violate at the risk of our sanity, let alone our authenticity.

Nothing could be further from the truth. In fact, nothing could be more damaging to your authentic self than to adopt this belief.

The truth is, you “violate” this commandment many times each day. From the time you wake up in the morning to the part you play with your significant other, your children and your friends; to the part you accept at work and play; to the actions you take as you try each day to get what you want.

In the doing of these things, you take on as many as 50 parts per day. But the shift in your persona can be so subtle that everyone sees it except you!



Selling Without Persuasion™

The purpose of this course is to help you not only see the parts you play each day, but to select the ideal parts for your on-camera work.

We call these parts ROLES, and in just a short while, you will be applying one of these to your video work and you will be transformed in the doing of it. It will make your on-camera work so much easier, natural and effective. You'll be able to let go of all the silly tricks people think you need to play to make the sale.

So in the next video, let's take a closer look at how each of these Roles are constructed.



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