



INTRODUCTION

Welcome to Selling Without Persuasion. Sit down, take your shoes off, have a glass of ice tea and let's talk.

This may look like a course about how to be on camera, but it's really about learning a new language. It's the language people speak when they're selling themselves on you. We all do it. It's a language based on energy.

Most of the time we aren't even aware of what's going on. In this course you will become aware...of the energy you're using now and of the much more suitable energy you could be using, and you will gain mastery in that energy.

You will speak that language fluently and naturally, and that is what will be broadcast to your audience. You will also learn how to arrange your thoughts into a great script, and shoot a perfectly imperfect video so that the tech doesn't interfere with your message. By the time you're done with this course, you'll have the skills and confidence to reach, connect and make sales with all the right people.

To do this you'll be making videos, not just watching them. Because when you get in and actually do the work, you make amazing discoveries, like exactly what you have to do to get to the next level. If you don't, you never get anywhere. My goal is that your work will exceed mine in every way. So expect some shooting assignments all along the way. Some of them will be very quick, like the one I'm about to give you. Some will require a bit of thought. And some will require a bit of soul-searching. But all of them will make you an expert at something you need to make real and lasting connections with the people you can serve the best.

All of this work will be recorded in the Greenroom. This is our version of a private Facebook group, only one that's actually private and where your posts are super-simple to find. I encourage you to use it. Putting your thoughts down on paper, as it were, is helpful to your getting this in your bones, and having a written record of your



thoughts may become handy down the line if you forget some things. It also means I can be with you every step of the way, watching your work and providing feedback.

This is a go-at-your-own-pace program. You won't lose access to any of the content or what you post along the way. But having said that, please understand there's great value in taking things in order, letting them sink in, and letting your expertise build naturally. There's no value in skipping ahead unless you're studying for an exam, and I promise you there's no exam at the end. This is real life where you get the exam first, then the lesson. So there's no timer on it. We all move according to our own muse. Try not to be judgmental about your work or how long it's taking, and grant me the grace of a reminder if you've been away for an extended period of time.

One more thing. Sometimes this can be a tech-heavy environment. We try to keep it simple and solid, but things can go wonky. That's life. Usually it's on your own computer or internet provider, but sometimes it can be on our side. So if you do have any problems along the way, with access to this program or the forum, maybe uploading a video to a hosting site, or finding that link, or getting it into the Greenroom...stuff like that, just send a quick email to clientcare@visibleauthority.com and we'll take care of you right away.

So just to orient you, we're in the Intro section now. Before we get to Section One, I'd like you to make a tiny little intro video so I can get to know you better. It's called "You Had Me at Hello". It's simple, short and should be fun to make. It's only got two parts. The first is to say who you are, how you create value and for whom. The second is to say what you would like to get from this course. Keep it under a minute if you can. That skill will come in handy later. There's a pdf guide for this video right on this page. Download the pdf and upload your video. I look forward to getting to know you. Now get up and put your shoes back on. I'll take your glass to the kitchen. We'll see you in the Greenroom.



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