



## THE STRUCTURE OF ROLES

On camera in the kind of videos we make, where it's just you and your viewer sharing a moment, the energy that passes between the two of you is everything. It's what makes someone lean in, pay attention and take action.

We use the Role because it's a much easier way for you to access your e-motion, as every Role is marked by the unique flavor of its energy.

In this section, we'll introduce you to the 12 Roles that work best on camera and help you narrow it down to one Role that's best for you.

By the way, why only 12?

Think of it this way. In Western music there are only 8 notes. There are only 26 letters in the English alphabet. Yet from these few elements, tens of thousands of beautiful songs and countless classic books have been written. If there were many more of each, it would be far more difficult for us to access the combinations of elements.

If you are familiar with the 12-tone scale, you may have a passing knowledge of what I mean. Many find these combinations of notes atonal, and this seemingly out-of-tune concept jangles their nerves.

Actually, the net effect of the Roles is endless. They will be combined with your passion, your circumstances, your energy signature and your audience's e-motions in an infinite variety of ways. Each will enrich your on-camera work and make you just about irresistible, and of course, in a way that's uniquely you!

Each of these roles are best adapted to the business environment. I haven't included Roles that would rely on Persuasion, since the energy of persuasion doesn't work well with e-motion. It becomes a real uphill battle.



Why? Because the brute force of persuasion triggers “second-effect” resistance. It takes your viewer out of the present moment and gets them in their head, and now the game is over for all but the most desperate. And don’t you think there’s enough desperation on this planet right now?

Each of these Roles is designed to bring out the best in you as well as connect with and bring out the best in others. And so we leave the world in a little better shape than we found it with our marketing.

Doubtless almost all these Roles already live inside you to some extent. But as you read the descriptions you should find yourself being drawn to one or more of them.

If you find an equal pull to more than one, don’t worry. This is just a matter of adjusting your circumstances to the purpose of any particular piece of communication.

For instance, if you feel equally drawn to, say, the Coach and the Teacher, keep in mind that you are always going to work primarily within one with influence from another. And if you are equally drawn to more than two, the best way to work with them is to choose one and simply let your subconscious influence the actual communication.

## **The E-Motion**

Each Role has an e-motion suggested for it. You don’t have to use that e-motion, but you are encouraged to try, as the Role is primarily the engine that runs on the fuel of that e-motion.

## **The Action**

Each Role also has a specific Action assigned to it. As discussed in the previous chapter, you can implant this action or any other you like. Or even none at all if you’re connecting with your e-motion.



## **The Counterpart E-Motion**

Each Role is also accompanied by its counterpart, to make your choice easier. If you don't think your people ever approach your videos with these e-motions, it might be best to steer clear of that Role.

Finally, each Role has examples of people with whom hopefully you'll be familiar, to give you an idea of how someone else approached the Role before you did.

## **Examples**

Finally, each Role has a few well-known people, sometimes real, sometimes fictional, who truly exemplify each Role. These aren't to give you role models, but to give you an idea of how someone else, who may or may not have been conscious of the Role they had taken on, played in life.

Before we choose your own personal Role, there's one more concept I'd like to help you do a deep dive on. This will help you activate any Role you choose for the rest of your life, especially if you ever find yourself in a situation where you have to shoot, but just aren't "feeling it" that day.

This technique will get your properly launched again. Let's take a look at it in the next video.

