



Section 3 - Secrets of Professional Presenters - Facial Expression

Transcript

You are a talented entrepreneur or you wouldn't be studying with me in the first place. Your genius is creating value from nothing. You instinctively know the taste of the market and know how to give them what they want at a price they can afford. Oh. And you know how to do it in a way that makes it profitable to your company. That's that's an incredible talent. My hat's off to you. I wish I had that ability. I'll probably never be good enough to go on Shark Tank. Like you might.

However, if you do go on Shark Tank, you'll be at a disadvantage. That's because you share three traits in common with the general public. Now I've seen these three traits in an astounding number of people over the years. It's something that grips them and doesn't want to let go. As soon as they have to take a stand in public or make a video, the three horsemen of the video apocalypse coming a'calling.

Botox eyes, low energy, and a stiff body.

Now low energy isn't necessarily a deal killer. We can work with that. Likewise, with a little stiffness, but we can't work with Botox eyes. Eyes are the window to the soul. So how do we deal with it? Well, if you can see it, you can easily make the adjustments necessary to make awesome videos where your personality will shine.

The problem is low energy, a stiff body and Botox eyes feed on each other. Botox eyes show up and lead to low energy, which keeps your eyes dead, which leads to low energy, which glues you to your spot, which well, you know, you get the point, but then it gets worse. I mean, add a teleprompter and you might as well go home. No one's gonna watch that video.

Okay. So now that we're all aware of the problem we can fix it, right?

Well, of course, right. This is a silly, simple problem to solve. Attack it with the same focus you do any entrepreneurial challenge, and this can all be fixed by the end of today. We'll fix the Botox eye problem right now by practicing something called the Duchenne smile. There are lots of smiles in business. Many of them are practiced. Many make you feel almost creepy. There are smirks and the baring of teeth as well. Many people only smile ironically, like when their ball team just lost and they're giving them a back-handed compliment. Yeah, those Cowboys really rode off into the sunset today!

But the Duchenne smile is harder to fake, because your whole face gets into the act. The giveaway is the crinkles around your eye. A big sincere smile is one that bubbles up from inside and engages every part of your face. And that's the truth! Now stand in front of a mirror and imagine your company just been sold for 5.5 billion dollars. Now say thank you as you receive the check. Now do that 10 more times. Then do it again tomorrow morning and the next and the next for seven days. By the end of those seven days, you should be able to whip up a pretty good smile as soon as you stand in front of the camera.

If you're in doubt at all about this, before you record, jump up and down to the point till you're almost winded. This will loosen you up as well, which takes care of the stiff body. And when you speak, pretend the person you're speaking to is 10 feet in front of you. That'll coil up the right energy in your body. Then move your facial muscles around, open your mouth and eyes really wide, and then squeeze your face down till you can barely see your lips.

Now say this making slow exaggerated movements in your facial muscles. Mwah, oooo, Eeee. Let's try it one more time. Mwah, oooo, Eeee. Say it 10 times and then we'll move on.

Most of us have 43 muscles in our face. You may or may not have that many, which means you don't have the same range of expression as say Jim Carey, but everyone has the necessary number of muscles to smile with Duchenne elegance.

So I'm sure you've heard this kind of video called a talking head, so let's talk about your head. If you're talking but your head isn't moving at all, something isn't right. None of us talk with a head that never moves. None of us talk with eyes that never search for some new words to say every 10 seconds or so. None of us talk without ever moving our eyebrows. And none of us talk without feeling something. It's those feelings we want to express in our face on video.

So, no, don't worry. I won't tell you what muscles to use to express a particular emotion. That would result in a fairly robotic presentation, which would be even creepier than not doing anything. If you're working with your Role with the right energy and you're visualizing your viewer's e-motion, things will get into motion. Your head will dance in time with your shoulders and your eyes will be totally alive. So just focus on these few basics and I guarantee your on-camera work will be head and shoulders above where you started in almost no time at all.