



## The Analytics of Your Role Elements

Up until now we've used mostly intuitive means of choosing e-motions and Roles for you and your audience. This is going to provide you with a more analytic approach.

You could think of putting your video Role together as a little bit like assembling a jigsaw puzzle that comes with lots of extra pieces. All the elements are there. The trick is to use only the right ones in the right combination. This section is designed to help you select out the right pieces. The next section is designed to help you fuse them together in a very simple manner.

This section is divided into two parts. The first is to help you find the right elements for you. The second is to narrow them down a bit in order to see if they still blend well with the energies of your audience.

### All About You

#### List Your Activities

To bring your hidden characteristics to light, make a short list of your favorite activities. They can be sports, hobbies, or anything else you enjoy, like going to the movies, dancing, cooking, or home improvement. Actually, you can also include what you do for a living, though it's not the most important thing for this exercise.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

#### List Your Values

Things like ethics, morality, views on spirituality, anything having to deal with your fellow man.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



4. \_\_\_\_\_
5. \_\_\_\_\_

### **List your favorite music**

Rock, Classical, Jazz, Country. Whatever.

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2. \_\_\_\_\_
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4. \_\_\_\_\_
5. \_\_\_\_\_

### **List your favorite movie characters**

From Luke Skywalker to Harry Potter. Who makes you feel like you could be a hero?

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **List What people tell you you're really like**

Do they say you're funny, serious, hard-nosed, dreamy; list it all. If they haven't told you, then just ask them now. Tell them it's for your new TV channel. They'll be happy to tell you the things they think apply.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **List your dance style**

Funny question, I know. But the way people dance says a lot about the inner self. Dancing is what we do when we let our inhibitions down. If you can dance, you can bring that same energy to the camera. And if you can't dance, that's just as good. That means your performing intelligence is somewhere else, like in your voice or your face.



In any case, you can pretend you dance. The only important thing to do is to have fun while you do it. So am I asking you to dance here just to see what happens? Yep.

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2. \_\_\_\_\_
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4. \_\_\_\_\_
5. \_\_\_\_\_

### **What is your personal style?**

How do people describe you? Is it the same way you describe yourself? If so, you're lucky and more aware than most of us. Mostly we see ourselves in a more favorable and even heroic light than others see us. You might see yourself as straight-forward and no nonsense. Others might see you as hard-bitten. You might see yourself as a visionary. Others might see an impractical dreamer. It's important that you gain a better awareness of how you are actually perceived in the world.

Are you laid-back or adventurous; laconic or lazy? Calm or twitchy? If you're sure, write it down. If not, ask 3 of your closest friends and write that down instead. Why three? In case two give you opposite answers, the third can break the tie!

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **All About Your Audience**

It's important that the lines of communication are not filled with static. If you talk about things that turn your audience off or act in a way they don't understand, your message could be lost.

Here is where you can start to pinpoint their likes and dislikes to make sure you're all on the same page.

### **Beliefs**

About God, the universe and relationships. The big questions to which no one has definitive answers and to which everyone thinks they do.



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **Attitudes**

About other people, about society, government and culture. Big questions, the answers to which determine who they hang out with and what they do.

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **Values**

Do they value conformity or diversity? Law and order or live and let live? Fairness or Laissez-fairness? Money or love? Things or People? Adventure or comfort? Variety or Simplicity? Luxury or plainness? Having it done or doing it yourself? This is kind of an important one. Remember Maslow? They will likely be fixated on whatever achievement they cannot have right now but really want.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **Work**

What do they do for a living that shapes their world view? A dramatic illustration: A cop running alongside a stretcher as it's being wheeled into the emergency room might see the world very differently than the doctor rushing to save the man on the stretcher from a gunshot wound. One sees a law-breaker that must be put away. One sees a life that must be saved.

1. \_\_\_\_\_
2. \_\_\_\_\_



3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **You and Your Audience**

If we were to try and patch these elements together in a conscious way, the result would be a perfect mess. So we're not going to do that. Instead, we're going to go to another series of exercises that will allow us to fuse these elements together automatically.

The reason you went through this exercise was to let all the parts of your brain know what's up so that your subconscious mind can begin the real work of putting all these disparate parts together in a way that will make the most sense to your conscious mind and to the hearts and minds of your audience.

Meditate on the writing and listing that you've done here. You've made enormous strides. Using keyword research, you now know so much more about your audience than you ever did. Going through this exercise has brought you even closer to their hopes and fears.

As you reflect on the individual traits that make up your Role, you should begin to see that your personal quirks and even idiosyncrasies are what actually will endear you to your audience. What should become apparent is that your audience has the big things in common with you. These are things like beliefs, attitudes and values. They don't care that your personal style is different than theirs. As long as you share the big things in common, the little things that make you such an interesting individual human being will only endear you to them.

And of those big things, the biggest is e-motion. If those of your viewer and yours do not blend, all this has been for nothing. So keep your eye on the ball and don't let this so complicated that you lose sight of the big goal.

The analytics are all-important for some people. For some they don't matter one bit. And that's perfectly fine.

