



Analytics of Your Role Elements

Transcript

Up until now we've used mostly intuitive means of choosing e-motions and Roles for you and your audience. But you can also approach it more analytically. It's not about a different way of choosing your Role. It's about the unique ways you might approach the Role you've chosen.

The reason you would go through this particular exercise would be 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.

You're going to look at those things marketers look at, like personal preferences, but also the beliefs, attitudes and values that you and your audience hold dear.

And then there's nothing else you have to do with this information. Just let it sit and marinate in your subconscious mind. You've made enormous strides already. Going through this exercise will bring 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 make you stand out. 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 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 big goal.

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

That being said, if this exercise seems overly academic to you, skip it. Otherwise, have fun with it and I'll see you in the next Section.