



## WHAT YOU DO IS WHO YOU ARE

### HOW ACTIONS WORK IN VIDEO

We've covered a lot of ground in this course, but up till now we haven't looked very closely at the powerful force known as ACTIONS. Let's do it now.

So are you familiar with the reflexive property of addition?

It states that if  $1 + 2 = 3$ , then  $2 + 1$  must also  $= 3$ .

Why is that so important to this chapter? Because I could have written this chapter subtitle the other way around. "Who you are is what you do." We are equally "be-ers" as well as "do-ers" and we can't do or be one without the other. We can barely even talk about them separately.

But for purposes of understanding the Role system, you have to understand how doing and being relate to each other, so let's take just a few minutes to deconstruct these points, then we'll have you put them back together again at the end of this chapter.

Just as there is no fixed way of **being** "you", there is no one thing you **do** all the time to the exclusion of everything else.

So in a way, it's your doing that creates your being in real life. On camera, it's nothing *but* your doing that creates your persona. So it follows that knowing what you're doing is important.

Here again, just as in choosing your Role, you are also able to choose what you are going to do. We'll call these doings ACTIONS.

Each Role has a corresponding main action that would ordinarily go with it. You can choose that action, or, to make the Role more personal to you, you can choose a completely different action. While your viewer will have absolutely no idea what you're doing, they will be intrigued by the fact that you're doing it and they'll keep watching.



## **How to “Do” an Action**

Once you're chosen a Role, you can go right into it and probably instinctively “play” the right action for it, but if you don't play the action at all, the Role might not be “activated.” So it's important that you become aware of the action, even though you're not going to be focusing on it intentionally.

What will happen here is very subtle, and not necessarily easy to understand without practice. Your simple awareness of the action will put your subconscious mind to work so that you can focus on the content you're sharing and not on making your body or voice do anything in particular.

This is very important to understand.

## **Why Intentional Focus on the Action Will Drive You Crazy**

An acting teacher would probably tell you to focus on the action rather than the Role. The assumption is that by focusing on what you're doing, the being will take care of itself. But that doesn't work in real life. When you're facing the camera and sharing your content, you need to focus on delivering it in a way that makes sense for you and for your audience. That means that if there is any conscious focus at all on how you're doing this, it has to be on the ideas.

Focusing on the words in a conscious way is the key to blending action and being.

Here's why this works so beautifully. The words account for only 7% of your total communication. When you allow yourself to consciously focus on the words, it frees your subconscious to focus on digesting all the rest of the information associated with that Role. That means that this is happening automatically without you commanding anything to happen.

In other words, by not forcing yourself to do anything but focus on the words while speaking, you free your body and mind to communicate 93% of the message through your subconscious mind. Is that cool or what?!

And it really has to be this way.

It's a bit like walking and talking. If you had to think about whether or how you should walk while you're talking, or maybe vice-versa, or maybe all at once in some specific circumstance...well, you can see how frustrating that would be. You'd probably not be able to walk or talk very well at all.

Let's look at some actions now and I want you to imagine what you would do to show your audience this action. You might want to stand up for these.



Selling Without Persuasion™

## Action 1: Inspire

This action is about changing the psychological state of your audience by virtue of how you communicate. In this instance, you want them to feel inspired.

So how would you “Play” inspire? Yipes! Fughedabout it! If I had to think about how I’d do that every time I spoke, I’d never speak at all. So let that worry go.

Instead, take just a brief moment to implant the command “Inspire” in your subconscious as you say the following words out loud, filling in the blanks with your area of expertise.

“Hi, my name is \_\_\_\_\_ and in this video you’re going to learn all about how to \_\_\_\_\_ so that you never have to worry about \_\_\_\_\_ again.”

How did that feel? Make a mental note of it as we try one more action, so you can see how actions forever change the way you communicate.

## Action 2: Enlighten

If you can “do” Inspire, you can surely “do” Enlighten. It works exactly the same way. Implant the word “Enlighten” into your subconscious and say the words above once more aloud, and notice the subtle shift in your delivery.

Understanding the importance of actions and how they influence your Role is critical to not only making the Role your own, but in better creating a bond with your audience.

## Wait. What’s an action again?

An action is a “doing”. It’s a present tense verb that when you read it you can see it happening in your mind’s eye.

If you’re stuck for an idea, open up the pdf titled “Playable action verbs” below. They’re taken directly from The Acting Studio of Chicago. I’ll bet you can find something interesting there!

## Level The Playing Field

It’s good to imagine, in all cases of doing actions, that your audience is in a receptive state. Why make it harder on yourself to break through? I never think of my audience as being hostile. Maybe I have too vivid an imagination when it comes to thinking up dark and scary thoughts, but just in case you’re like me, don’t take this as a challenge to overcome. Take it as a route to avoid

## Actions Are Pretty Goof-Proof

Think of Actions as the fire extinguisher on the wall of your hotel. You know, the one that says “Break glass in case of emergency”.



Selling Without Persuasion™

Actions can be incredibly powerful in activating your e-motion if you are unable to connect with it when it's time to make your video. It's your parachute. It's your insurance policy to give your videos good ROI.

Also, even though every Role comes with a suggested Action, that doesn't mean you can't use a different one. But it gives you a good place to start.

And the main thing is to start, which we'll do in the next exercise!



Selling Without Persuasion™