



## THE DOCTOR

*"DETAILS MATTER"*

Remember Marcus Welby, MD from television from years ago? He was a kindly doctor with a bedside manner we all wanted our doctor to have.

That's not who we're talking about.

The Doctor is known for being a superb diagnostician. She cuts to the heart of the matter and tells the truth because it's for your own good. She doesn't particularly care about your feelings. In fact, she may be completely oblivious of them, lacking much of an ability to sympathize or empathize.

She may come off as cold and impersonal with a God complex. That's because she feels her objectivity could be impaired by emotionally identifying with her patient. She fears she would not be able to make tough decisions and take actions that would seriously change the course of a patient's life, like amputating a limb or removing a breast.

The Doctor also has a deep well of compassion. Very deep. Actually, it's so underground that it only appears momentarily when the patient expresses deep gratitude.

If the Doctor sells something, it's done in one of two ways. Either she does it because she believes it's something you truly need, or she does it for fun, knowing that her reputation for honesty is enough to get you to buy.



Selling Without Persuasion™

This Role is identified by a general reliance on logic and a general distrust of emotion. That makes this persona perfect for selling to organizations, to technically-minded people and to skeptics.

Remember, Roles are about reaching out to those who can easily identify with your major traits, so if you don't like getting all squishy and self-revealing on camera, this just might be your ticket to the big time.

What makes the Doctor tick is an adherence to form and procedure. His ability to cut to the chase can be a welcome relief in a world of hype and craziness. The Doctor alone can create a safe and cozy world of certainty in a world where so much is uncertain.

Another interesting thing about the Doctor is his relatively high degree of gravitas. This creates a bit of extra authority for him.

The Doctor will be expected to create content that makes perfect sense, though he could make no sense at all, and make utter nonsense sound perfectly reasonable. That is his blessing and his curse.

The chink in the Doctor's armor is that he tends to see life in black and white, which can give him tunnel vision, but who is immune to that?

Doctors can be found in all walks of life, from those who are actually called Doctors, to bank loan officers, to consultants to computer analysts.

In popular culture, the Doctor can be found in the character of Adrian Monk, the obsessive-compulsive TV detective, and Mr. Wizard, who taught science to children. If you're familiar with those two characters, you might see how circumstances can radically change the persona of the person inhabiting the Role.



Selling Without Persuasion™

This is yet another example of how Roles transcend stereotype and allow you to bring all your internal “baggage” along for the ride, all to the benefit and delight of your audience.

Yes, you can have a rock star persona and be The Doctor as well!

## **Energy Structure of the Doctor**

### **E-motions**

Caring / Self-confident / Fascination

### **Counterpoint e-motions**

Fear / Anxiety / Off-Balance / Hope

### **Examples from fiction and real life**

Gregory House, M.D. / Adrian Monk / Ron Paul / Steven Hawking

### **Action**

To Tell the Truth



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