



THE FRIEND

"I'LL BE THERE"

Also known as a confidante, encourager or helper.

In this day of ever-increasing informality (who even remembers dress-down days?) the role of Friend just might be a home run for a lot of people. What it lacks in gravitas, it makes up for in intimacy.

The reason is that when you are being a friend, you have almost zero self-consciousness. You're other-focused because you naturally want to be. You genuinely like your friend and you want what's best for them.

It's also a great Role for revealing all the shades of your personality. In the space of a minute you can be serious, funny, relaxed, concerned and outrageous, and your friend won't bat an eye.

Neither, it must be said, will your audience.

Think of the Friend as the one who always has your back. She'll tell you she loves you, then she'll read you the riot act. But you never once feel like you're not in this together, because she'll lie to the cops for you if it comes to that.

It's also a great warm-up Role, even if you don't intend to use it on camera. It loosens up your body, mind and spirit and makes you feel warm and relaxed.



Selling Without Persuasion™

When you inhabit the Friend, just imagine walking up to a little table at a bistro where your good friend is already sitting and waiting for you. Say hello and you're on your way to a great chat.

To audiences the Friend seems carefree, loving, unguarded and happy.

Energy Structure of the Friend

E-motion

Affection / Sympathy / Hospitable / Compassionate

Counterpart e-motion

Stressed / Worry / Doubt / Lonely / Remorse / Misery

Examples

Ellen DeGeneres / Tom Hanks / Jimmy Fallon

Action

To Cheer Up



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