



THE REPORTER

"HERE'S THE SCOOP"

It's been a long, long time since the days when a reporter said "that's the way it is" rather than "that's the way we say it is, so shut up and do as you're told", but I'm going to ask you to suspend disbelief for a moment and imagine yourself as a reporter from the olden days.

Imagine the viewer hanging on your every word because nothing you said was anything we'd ever heard, making you an incredibly important part of what makes us feel in the know. In fact, we'd be kind of lost without you.

And the cool part for you is that you could be as understated as you wanted. In fact, being too peppy might earn you a few sideways glances and narrowed eyebrows.

The Reporter lives on today in a considerably more energetic form. Thousands of YouTube channels are hosted by Reporters. They scour the land for whatever's new and being gossiped about (in technology especially) and they bring you the newest facts they can find.

These are often in the shape of an unboxing video, a "first look" video or an initial review video. Do that enough times and you earn the Role of Reporter.



Selling Without Persuasion™

Usually the Reporter has a point of view that he can barely keep hidden. That's fine. If they're smart, they'll state their biases right off the bat. That way we know how how big a grain of salt to add to their report.

As a Role, the Reporter can gain a lot of notoriety simply by associating his name with the companies whose products he is reviewing. It's a fairly simple and painless way to go.

Energy Structure of the Reporter

E-motion

Generosity / Enjoyment / Enthusiasm

Counterpart e-motion

Doubt / Restless / Jealous

Examples

Dr. Mercola / Tucker Carlson / Rachel Maddow

Action

To Rip Off the Mask



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