



The Role Video

I hope you're excited about the prospect of doing this video. I sure am for you. This is the result of all the hard work you've been putting in thus far. You've carefully chosen your e-motions, chosen the primary e-motion of your viewer, as well as any actions.

And you've made videos with all of the above being the primary focus.

The reason this new video is so important is probably becoming obvious to you by now. By actually portraying who you are, you're using your creativity and energy to make your Role more true to yourself. And that is going to make it more true and attractive to your viewer.

You can choose any structure you'd like for this video. Try to keep it to around a minute, though you can take as much time as you need.

You can re-do one of your earlier videos. You can film an entirely new one. How do you think the Big Why video would come across now?

There's just one thing that needs to be in this video. Toward the end, please reveal the Role you chose for that video.

After you've finished this video, post it to the Role Video thread in the Greenroom, and we'll open up the next lesson.

As always, if you have any problems with either shooting or uploading, give us a shout at clientcare@visibleauthority.com and we'll get you back on track pronto.

Happy Shooting!



Selling Without Persuasion™