

IMPACT!



Lead People Change the World

IMPACT!

***Secrets to Powerful Personal
Presence On Camera and Off!***

Sandra Dee Robinson

IMPACT!

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DEDICATION

This book is dedicated to the teachers that make a difference; in particular my seventh grade English teacher. She spoke words of praise over me and was the first person to tell me I had a talent for writing. She believed I could one day do something with that talent.

Her words have filtered back to me, even as an adult, at times when I was struggling to write an article or a blog.

So thank you, Mrs. Shew. The fact that this first book exists is proof that positive words can make a lasting difference in a child's life.

I now have the honored position of teaching others, and I strive daily to speak words of faith and positivity over my clients as you did to me in hope that I might encourage a seed of talent and awaken (or reawaken) a belief in them that they might accomplish something great.

Your assigned role was an instructor for "English" but your influence has gone beyond the class curriculum. You have taught me that words are powerful in so many ways.



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INTRODUCTION

I walked excitedly, flanked with my horses on each side. They could feel my anticipation and seemed to step quicker and hold their heads higher as we reached the beginning of the grassy pasture.

It had been a grueling three-day drive; slow-going with a fully loaded truck and trailer in 100-degree autumn heat for nearly all the 1400 miles of highway from California to our new little ranch in Texas.

The moment was finally here where I could celebrate them running freely with wild and glorious abandon in acres of pasture. I expected it to feel like heaven to them after their relatively limited space in our old home. I had pictured this moment.

I released the lead ropes and they ran... ten feet... and then galloped back to the barn!



I was so disappointed! Couldn't they see the bigger pasture?
The freedom I offered?

I trudged dejectedly back to the barn after them and I began to think... how often have I done exactly what my horses did?

How many times had God offered me a bigger more lush pasture,
but I chose to stay close to the barn because it was all I knew?

I know at certain moments in my life I couldn't even look at an
opportunity much less believe it was mine to freely run with.

For me, it took trials and tribulations and finally some powerful
influence by mentors and coaches that allowed me to finally
consider the biggest possibilities before me.

My commitment to you is to help you accept the pastures that
are before you, and avoid some of the trials and tribulations that
I experienced!

God has created you perfectly to make a difference, an impact,
in this world. This world is waiting for you to step into all you are.
If a dream is in your heart, then trust that you are equipped! You
may need to understand just how *well* you have been designed
by Him and your life experiences to accomplish what you are on
earth to do. It also helps to know just how you appear to others
and how you can elicit the exact response from them that you
seek, in a way that is natural and authentic to you.

This knowledge creates the Powerful Personal Presence that
can lead people to purchase a product... or lead a movement.

I like to be intimidated by the clients that come to me. This may
sound funny, but I have the blessing of working with extremely
talented, brilliant and accomplished individuals. I never graduated

college, and I work with some folks that have half the alphabet behind their name! By public perception, many are considered successful. In their heart though is the pull to something bigger. They have a calling to a big “why” I sometimes say. There is something that drives them to overcome any oppression, including self-oppression to be able to step out and lead others to positive change. It’s my observation that every level of success has a “barn” of comfort that we can linger near, or make a choice to step away from and answer a bigger calling.

Step into your bigger pasture today, as you begin this book. You need not run to the far fence on day one, but each step will get you closer to the freedom of expression and ability to lead powerfully that comes from knowing, loving and stepping into all that you are created to be.





CHAPTER 1

CREATE YOUR BLOCKBUSTER STORY

“It may be hard to believe, but it is something so unique to you and so intimately connected to every cell of your being that holds the power to break through the blocks that people naturally put up to avoid life commitments, issue resolution, etc.. It’s your personal story.”

—SDR

It is... your experience, your struggles and your subsequent successes that create real emotional connection to your potential clients, customers and even partners. The manner in which you approach and share this information is critical if you are looking to lead people in any capacity.

You have power over your life story; you have the power to retell it, rethink it, and even laugh about it. Most importantly, you have the choice to *love it*. Love *all* of it. Even the “ugly” parts, because it was the struggle that allowed your strengths to surface!

Winston Churchill once said, “ If you’re gong through hell, keep going.”

In everyone’s story there is a defining moment. Somewhere in *your* story I bet there was a time that seemed like “hell” and you *kept going*. This perseverance led to your “hero moment”

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(I'll pause here for a brief moment to allow the image of you, wind blowing through your hair, standing strong as the camera pans in for your hero "shot" in the feature film of your life. Why not? Have FUN with this process!). This is the moment you must be sure to share, and share often because this moment is the foundation of your story.

Your story is the bridge that connects you emotionally to your clients and customers.

Brain fact: Human beings make conscious decisions from the area of the brain that processes *emotion*, the *amygdala*. Therefore, an emotional connection is not a "woo woo" idea, but the most effective way to build rapport and get others to follow you!

It is the connection that helps them to see that you are like them... that you can understand where they are, what they feel and you are living proof that you have the solution to help them with their problem. Video, TV and other visual media as well as public speaking can put you in the position to create rapport with your audience, your story can secure it, and with great rapport you can move them to *action* (becoming a client, customer, donating, voting, whatever...).

Of course we have more than one story in our history. I suggest to my clients to compile them, place them in a file on your desktop of your computer (make it as easy as possible to add to it when stories come to mind). In this way you can build an arsenal of anecdotes you can go to for marketing needs and presentations.

If you hear a metaphor or a story from current events that strikes you, add that to your story resource file as well! You'll be surprised how these little gems can make blogging easier! Your *signature story* though, is one that will become a valuable part of your brand. This will be our focus here.

WANT FIVE SECRETS TO TELLING YOUR STORY WITH SUCCESS?

1 Don't compare. I avoided public speaking for years. Even after I founded my consulting company, Charisma on Camera, I procrastinated getting my “platform” together. I felt as though my story wasn't worthy of being told. I couldn't help but look at the chronicles of other speakers out there, with their near-death experiences, extreme eating disorders, and major health challenges; all those “great” dramatic and moving stories, “Heck,” I thought, “ my story is nothing compared to that.” If I (the now wiser me) could go back and talk to the then, “me” I would say, “ Snap out of it!” I see now, there is no reason to compare your experience to any one else's. Looking back at the speakers that I had allowed to intimidate me, I realize that their stories are certainly powerful, but they are uniquely designed to make an impact that is as individual as they are. Their experience will attract their followers and fans. We each have our own followers and fans, and it is OUR story that will help them FIND us! Your personal story can touch, inspire and motivate.

Your experience is powerful and unique.

2 Don't disregard the best part. So often that thing that you think, “no one will want to know” or that “ you couldn't tell your customers” might be JUST the thing that helps your target market really trust you! **Try this:** journal your most important moments in the development of your business or career without censoring or worrying about being “politically correct.” Quite often, these are the times that were the most difficult, embarrassing or compromising, but they lead to blessings and lessons that empowered you to be who you are today. Share them with a trusted advisor or coach, or even a few people. I have folks in my workshops share like this, and they are sometimes surprised at what resonates so well with others. As the great motivational speaker Les

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Brown says, "It's hard to see the picture when you are in the frame!"

Example of a story that almost went untold:

In one of my weekend intensives, "B" was struggling with her story. "B" was a high level leader in a direct marketing company. Still needing to strengthen her business, she only wanted to attract the best high-level-minded individuals due to her limited available time. Let's say, she had no time for riff-raff! Essentially, she wanted people *like her* to be joining her team. When I asked how she became interested in the company she was associated with she said, " We were doing well financially, but by mother's extended illness woke us up to the true expense of getting older, and we wanted to do more to increase our financial cushion. *The last thing I saw myself doing was network marketing!* She quickly added, "I could never say that! " I smiled, and then encouraged her to expand on the elements of this chosen business that drew her in, despite her reluctance, and kept her there. She obliged me by rattling off a bunch off yummy statistics of the company's success and her personal financial goals being exceeded. It was then I said, "That's it! If you want to work with *people like you*, you have to be willing to be *vulnerable in sharing who you are* and why this business opportunity is different form the rest. After all, they have you as a leader, right? You must keep the phrase, 'the last thing I saw myself doing was network marketing.'" The group in the room strongly agreed. To reach her specific market, sharing her story complete with her preconceived notions, was the most effective way to entice her new representatives. She tested it, and the results were exactly what we had hoped. She attracted the right demographic, and the overall response to her story was the respect for her honesty!

- 3 Focus on the recovery, not the problem.** It's important to share your struggles to show where you've come from but just as important to keep the focus mainly on your recovery, the triumph over the tough times. Explain how it helped you to gain clarity over how you are to help others. The difficulties can be emotionally impacting but keeping the listener in the dark ages too long might make it hard to pull them out. Your goal is to give hope in what is possible, so load up the positive results and reinforce your authority with the triumph. **Positivity is attractive and empowering.**

Scientific Food for thought:

You may be familiar with the water molecule experiment made famous by Dr. Masaru Emoto, a Japanese researcher and alternative healer, especially if you saw the 2004 film, "What the Bleep Do We Know?" With intention of thought, students were able to change the molecular structure of water, providing good evidence of the magic of thought. A newer experiment involved cooked rice, placed in two jars. On one container, Dr Emoto wrote "thank you" and on the other "you fool". He then instructed school children to say the labels on the jars out loud everyday when they passed them by. After 30 days, the rice in the **container with positive thoughts had barely changed, while the other was moldy and rotten.**

His experiments demonstrate that **human thoughts and intentions can alter physical reality**, so if positive thought is *that* powerful, by spending *more* time on the **positive outcome** of your story, and only a necessary, but emotionally powerful, smaller time on the struggle, you could literally alter the world in a positive way!

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- 4 Take them on a journey.** Play with the art of storytelling. It's okay to get creative. Watch great speakers of history tell their stories for inspiration. Help the audience *relive* the experience through you.

Two ways to help your audience relive the experience of your story:

- 1** Use *present tense verbs*. Our tendency, of course, is to use past tense. For example, "I saw the gun pointed at me and I thought..." To add more suspense, try it in the present tense, "I see the gun pointed at me, and I think, this is it..." Present tense can help the listener create the moment in their mind as if it is happening in real time.
- 2** Use words that refer to all the senses; sight, hearing, touch, even smell. You may already know that there are many different modalities that allow people to learn, so when you use many sensory words you have the greatest chance of connecting to your audience. Quite literally, parts of the brain are stimulated when you use a word that speaks to that individual's favorite modality of learning. Cool, huh? It does take some practice to be able to utilize a variety of sensory words when you present, because we naturally use words that appeal to OUR favorite sense. Doing the little bit of extra work is worth it. It becomes easier for more people to get lost in your tale. We want to make it as easy as possible to connect quickly!

CREATE YOUR BLOCKBUSTER STORY

TEST YOURSELF!

Can you pick up all the sensory words in these sentences?

**“It’s crystal clear what the next step has to be.
I can feel the push of adrenaline kick in as I
hear the President’s footsteps coming down
the hall toward the door...”**

In one sentence we appeal to sight (“crystal clear”), kinetic or touch (“feel the push”) and we have something for the audible learners (“hear the President’s footsteps”).

WORDS THAT STIMULATE THE SENSES

Hearing	Touch	Sight	Analytical
all ears	catch on	appear	change
deaf	concrete	clear	chart progress
dissonance	feel	crystal	conceive
harmonize	feel out	dawn	consider
hear	grasp	envision	criteria
listen	get a handle	focused	decide
make music	get hold of	foggy	distinct
question	hard	hazy	experience
resonate	harsh	illuminate	know
rings a bell	make contact	imagine	learn
silence	sense	look	makes sense
sound(s)	sensitive	picture	motivate
tune in	solid	reveal	perceive
tune out	tap into	see	plan
unhearing	throw out	show	process
	touch	view	sensible
	turn around	watch	steps
			think
			understand

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- 5 Create a few versions.** Have a short version of your signature success story, 30 seconds to two minutes for networking and introductory videos. Plus, have a longer version that you can share in a longer format when on stage or in your “about us” video on your website. I suggest slight adjustments to emphasize different elements when you are speaking to a select niche audience. If you are planning to deliver keynote speeches of 90 minutes, this is where your extended form can be used. When you create the shorter versions think of “twitterizing” the story. In other words, take out all extraneous words and keep the “meat.” A head’s up... this is not all that easy!

It may take you longer to develop a short, zingy version than the longer one! But you’ll find the shortest version is the one you will use the most, in networking, interviews and intros.

EXAMPLES

MY STORY IN A SHORTER BIO/ INTRO

Sandra Dee Robinson is a well-known daytime actress, TV and Radio Host, Product Spokesperson, wildlife advocate, CEO and Founder of Charisma on Camera Media Training Studio and Horsepowered Leadership Training.

Sandra Dee is under great demand as a coach, consultant and speaker for companies, entrepreneurs, authors, celebrities and well-established experts to help them develop their most powerful personal presence and leadership communication skills. She has appeared in major roles on *Another World, Sunset Beach, Bold and the Beautiful, General Hospital, Days of Our Lives, The Bay* and guest starred on many prime time shows and films, like *CSI Miami, Criminal Minds and Two and a Half Men... among others*. She attributes her consistent success in this challenging industry to the lessons that delivered her from an extremely shy

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small town girl to a successful Speaker, Coach and Trainer of her effective workshops and seminars.

She is driven to empower her clients with the knowledge of the incredible gifts God has given them, so they may get their message out and make the impact in the world they are designed to create.

MY STORY IN A SLIGHTLY EXPANDED BIO (A LONGER VERSION)

Sandra Dee Robinson is the go-to expert for brilliant people facing a big problem – getting stuck when it’s time to get in front of a camera and really connecting with your audience. As the founder of Charisma on Camera, Sandra Dee provides transformational teachings through speaking, seminars, and a unique “Equine Experience” program, all serving to empower people with the ability to achieve true confidence on camera, and get their message out in a big way.

The techniques Sandra Dee has developed are a compilation of the best and most effective out there, mixed in with personal experiences from a career that continues to thrive after more than two decades, something only about 3 percent of her peers are able to do. Continually captivating audiences with her warmth, charm and honesty, she shares her personal journey from “knee-knocking, jittery mess” starting her career at 11, to landing her first leading role on national TV at 17, to excelling in her industry with two decades of leading roles on *Sunset Beach*, *Bold and the Beautiful*, *General Hospital*, *Days of Our Lives* and currently on the Emmy-nominated web series *The Bay*.

Sandra Dee’s secret struggles with extreme shyness during that time, especially when called up on to “be herself” as a host, speaker or spokesperson during live events, drove her on a quest to overcome the phobia of public speaking and presentation.

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She immersed herself with studying with industry experts and became master-certified in many teaching modalities and presentation techniques herself along the way.

Throughout her career, Sandra Dee has been driven by a love for animals and a passion to support rescue and advocacy issues. During her extensive work with animals, Sandra Dee has witnessed amazing transformations in adults and children affected by the power of their bond with living creatures. Her life-changing **Horsepowered Leadership Training** Clinics help people learn to control their energy and communicate at the most honest level as they interact with horses, nature's preeminent readers of energy.

Weaving these lessons throughout her presentations is yet another of the reasons that Sandra Dee stands head and shoulders above the crowd, a catalyst for taking the fear out of on-camera appearances and empowering people with the confidence and skill to create powerful connections when it matters most.

In my longer presentations from stage, I can add a few experiences in detail and even use the stage as part of the storytelling. Every version of your story will be developed from your unique story that will connect you to your desired audience.

TIPS FROM THE “BIZ”

In order to fully step into a character, an actor has to know what it feels like to be inside that character. What drives him/her? What excites him/her? What does he/she love? When the character is fictional, we actors have to create this from imagination; going back in time to the earlier parts of the characters life and establishing what could have happened to create them as they are when the story begins in the script we have been given. Your life is not fictional, and so you have a much richer toolbox to play with! Sometimes we are caught up in living our life, we may miss some important aspects of our “motivation”. We can forget what drives us, keeps us passionate and sometimes we even forget the things we love. Let’s dive into that toolbox and see what we can pull out to use in your story! Let’s bring out your passion!

FIND YOUR PASSION EXERCISE

Take some time to reflect on the “Ah-ha” moments of your life as well as the most painful times.

The “Ah-ha” moments are those moments from childhood through adulthood that you felt the most high on life. The moments were so glorious you wanted them to last forever. Find them in childhood, young adulthood and adulthood.

TIPS FROM THE “BIZ”

EXAMPLES

- 1** A successful stylist remembers back to helping her father get dressed for a party...she was just 3!
- 2** An Emmy award-winning writer looks back at the age of 14 when a teacher discovered his writing ability and gave him accolades.
- 3** A serial entrepreneur reflects back on the sale of her first company that she bootstrapped to success...she remembers the thrill of looking at her bank balance.

These are “Ah ha” moments.

Don't rush through these questions. Memories will be triggered if you allow them. Take a few deep breaths, relax and fill in the answers below.

What are “Ah-ha” moments from your childhood?

- 1** _____
- 2** _____
- 3** _____

TIPS FROM THE “BIZ”

What are some “Ah-ha” moments from your young adulthood?
(11-18?)

- 1 _____
- 2 _____
- 3 _____

What are some “Ah-ha” moments from adulthood?

- 1 _____
- 2 _____
- 3 _____

The tough times may not be ones that you want to re-live, but it is through the recovery of that struggle that you may find the essential lesson in your story. Find a moment in each age range when you overcame a painful time.

This Passion exercise can be revisited too. I am still finding moments in my past that can inspire others. I keep a file on these stories that I feel may be beneficial to teaching; turns out to be a good source for articles and blog entries too!

Be open to what may surface in your moments of quiet. Allow honor and salvage the blessing in even the darkest memory. It is important to finish this exercise on a positive note. Take 15 minutes to let go, enjoy the silence or nature, and allow your mind to wander. Some of my best inspirations have come from being in the state of “simple allowance.”

IMPACT! QUICK SHEET

CHAPTER 1

- 1 The part of the brain from which we make decisions (including what to buy) is the amygdala, where we process emotion. This is why it is so important to create a _____
_____ **connection** with our presentations.
- 2 When you share a story of triumph over struggle focusing on the outcome more than the pain is essential because _____ is **attractive and empowering**.

Consider as a talking point a speaker that connected with you emotionally recently and how it changed you or motivated a decision.

- 3 When telling a story, appealing to all the senses of your audience can literally stimulate their brains!

What phrases do you naturally use that you can incorporate to easily appeal to

Sight _____

Analytical _____

Touch _____

Hearing _____

CHAPTER 2

BE THRILLED TO SELL YOUR STUFF!

“I believe 80 percent of success in a new venture is correct mindset, 20 percent is a combination of hard work and timing.”

—SDR

I had my favorite acting coach say one day, “fascinated people are fascinating.”

Meaning if we are fascinated with our purpose, we would be extremely engaging to an audience. I have found this to not only be true for actors but for experts and entrepreneurs that are sharing their message through video, TV and public speaking.

Well, it works in many occasions, actually. Have you ever been swayed by someone’s passion?

I met a passionate stranger that introduced me to the joys of antiquing; his fascination intrigued me and piqued my interest in learning more (in your life, it could be cooking, wine, art, cigars, etc.).

Then, I had an interaction with a homeless man who was thoroughly consumed by a conversation with an imaginary friend as I sat sipping a latte. He completely captured my attention as he

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walked by. Two very different scenarios, for sure, but in each, the speaker's focus and intensity was *magnetizing*.

What do these crazy stories have to do with you?

They are examples of how fascination can cause resonance in others even when they least expect it.

Tag into your deep-rooted passion and share it with intensity. It will be the driving force in your message. That driving force will to move people to action!

In other words, feel free to “be thrilled and sell your stuff!”

Most of us have been trained by society and our experiences to be politically correct in order to get ahead. If that doesn't sit 100 percent right with you, then that's a good thing! The methods in this chapter are not designed to help you conform, but to stand out as a leader and authority in your field.

The gifts we are given at birth cannot be tamed or led by logic. In fact, often the best decisions in successful people's lives have seemed extremely *illogical* at the time. Intuition and passion overwhelmed logic and the world benefitted because of it.

Example: *Logic spoke loudly to Walt Disney's mentors, friends and prospective investors for his proposed park project that would take over 100 acres of orange groves in Southern California. One by one, he drove them to the location among the fruit trees, and one by one, they resorted to logic and advised him to rethink his plans. Walt said, “I could never convince the financiers that Disneyland was feasible because dreams offer no collateral.” Against advice and popular opinion, he tenaciously perused his idea of a park for families with a fantasy theme.*

BE THRILLED TO SELL YOUR STUFF!

Decades later Disneyland brings several billions of dollars to the Anaheim, California economy each year and has helped to establish one of the most profitable and most recognizable brands worldwide. The Walt Disney Company is able to give billions of dollars annually in humanitarian aid, education and conservation.

What a crazy, illogical idea this man had!

As we enter into the heart of this chapter it is important to realize that like other significant achievements in life, the creation of a visual brand that sells and leads others needs a powerful mindset behind it.

I believe 80 percent of success in a new venture is mindset, 20 percent is a combination of hard work and timing. So, first, let's get your head clear on what is possible and then give your imagination the go-ahead and you may find the key not only to your visual brand as we work through this book, but perhaps the key to successes you have not even dreamed of yet!

The three methods introduced in this chapter are ways to get unshakable confidence and clarity. You'll gain understanding of:

- 1 How your gifts have been showing up all along!
- 2 How to feel awesome about "selling" in your presentations.
- 3 How you can accurately visualize the change in the world you are uniquely designed to make.

No matter what your extent of experience in your field, you may be surprised to know that your gifts that created your success today have been showing up throughout your life. (You may have caught on to this when you did the "Find Your Passion" exercise at the very endnotes in the previous chapter.)

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One of my favorite questions to ask a successful person is, “What were you doing around the age of six that made time stand still for you? What activity could the six-year-old you get lost in?” I love this question because it almost always evokes a smile and a story.

*What were you doing at the age
of six or so that made time stand still?*

What activity could the six-year-old you get lost in?

By looking back at the “Ah-ha” moments as we did in the previous chapter, we already have a head start on finding the “theme” of your gift or gifts that prevail throughout your history. It’s the recognition and appreciation of your unique and divine design that can help you feel free to share your passion. You may see that “coincidences” and “luck” throughout your life were actually manifestations that you brought about by simply being who you are! The more in touch with your greatness (your natural gifts and passions) the easier it will be to share it!

Are you ready for a fun ride down memory lane?

For this you’ll need a bit of time, at least an hour. *I know* how hard that is to find, but you’ll be taking a trip through your life and if you rush, you will most likely miss some of the good stuff. So grab a coffee or tea, a tablet (old fashioned paper or electronic) and (gasp!) turn off the phone and e-mail. *The last element can be crucial.*

Again, “Ah-ha” moments are those moments in your life that you wish could have lasted longer. Time may have stood still. You were on an emotional high.

BE THRILLED TO SELL YOUR STUFF!

For the sake of this exercise I want you again to think first of your childhood, the earlier the better. Take a moment to allow the first “Ah-ha” moment to appear in your mind. It could be the first time you caught a ball, made a drawing, rode a bike, or helped a sibling ride a bike. It was a time that you felt great. Relive it for a moment.

What did you do, what exact steps, to make that happen? Fight the urge to censor; however small they may seem as an adult now, the steps are important!

Next write down *how you felt in that moment*.

Now, repeat this for your “Ah-ha” moments in the young adult and older adult years.

There are no wrong answers here, we are just logging great points in your history!

You should have at least six moments recorded. If you felt the urge to write more, then all the better! Out of this collection there will be a *theme* or two that will surface. This is where you may be surprised or perhaps you will feel vindicated!

Examples of themes include, but are not limited to:

- Helping others achieve.
- Proving a point.
- Showing a creative alternative.
- Motivating a group.
- Teaching.
- Doing something risky.
- Saving someone or something.

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WHAT THIS EXERCISE CAN DO:

I had a client that was a serial entrepreneur. She couldn't figure out why all of her ventures ended in what seemed to be burnout. With this exercise, she realized that her theme and her gift are to motivate a group. She made a deliberate effort to build a great team, delegate tasks and concentrate on overseeing it all. What a difference! This allowed her business and her message to move ahead into uncharted success. Her passion was reignited and her path was now completely clear to her. Full steam ahead!

What does your theme say about you? Your theme gives you insight to help you create a goal and identify a purpose and maybe even a passion that can give clarity to what you are naturally designed to do.

You may be wondering, how will knowing your theme help you with selling your products or service?

Knowing that you are designed from birth to utilize certain gifts can help you create the most naturally comfortable way for you to “ask” for the sale.

I am referring to the call to action that should be included in every video and presentation that you do. Although there will be, of course, different degrees of intensity; for instance, when appearing as a guest expert on TV, you may have little opportunity for anything but a subtle suggestion to save money, recycle, organize your home, etcetera (insert your field of expertise here). On the other hand, in a live stage presentation or sales video you will be hitting the “ask” a bit more directly. For this chapter, that’s the type of call to action I’ll talk about now.

What is surprising to me is how often even seasoned presenters balk at the “ask.” I did too, and it cost me! Even subtle changes in tone, posture or the slightest hesitation before stating the price

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can deter a potential client or customer. Often, the potential client cannot pin-point why they didn't buy, but they will "think about it" or "come back later." (We've all done this with sales videos online, right? Truthfully, how often have you gone back and purchased?)

What I've learned is that for the presenter, or the expert, there could be a lack of synchronicity with their beliefs and what they are asking. For instance, a life coach with a subconscious belief that rich people are immoral may find it awkward to request their full coaching fee from a client.

There is an awful lot of attention that can be devoted to changing negative personal beliefs into empowering ones. I find many processes and modalities helpful for this transition, and I have used them with my clients successfully. The techniques in and of themselves could encompass a whole book. Instead, let's get empowered with the work you've *already done*.

The "Ah-Ha" exercise most likely made you powerfully aware of your personal strengths. Most people have a strong sense of validation when they finish this activity. *"That's why that worked so well!"* or *"Now I know why I liked that job!"* *"It makes sense, now."*

For me, the theme that surfaced during the exercises was that I was an educator. Now, if someone had told the young shy me that I would be teaching at all, let alone on camera and in front of live audiences of all sizes I would have told them they were crazy! After revisiting some of the highest moments in my life though, almost every one had me in a position to teach something, or raise awareness. This revelation turned out to be one of the driving forces for me to continue to develop my presentation skills and increase my confidence. If my strengths and passions were an indicator of what I am designed by God to do, then I had to keep stepping out there!

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The theme of your successes and the passion that cannot be denied are what uniquely equips you to share your message. If you approach your call to action believing *wholeheartedly* in the change you are equipped to make in the world, you will be enormously effective.

An idea to help this approach be easier to access when you need it: Revisit 2 or 3 of the most powerful memories that you wrote in the Ah-ha exercise on a daily basis. This will help to reconfirm at a subconscious level that you were born to accomplish great things, and you have already started on that path earlier in your life. I do this twice a day before big presentations or important opportunities. Usually I spend a few minutes in the morning when I wake up, and again at night right before I close my eyes. I relive all the sensory memories each time. I remember the sights, sounds, smells and emotions of the moment, as if I am part of it once again.

The confidence that is built from this simple reprogramming can make the difference between a stutter before stating the price of your offer, or simply flowing in the assumed sale because you know you are worth it.

Do you know the biggest enemy of confidence? It's self-consciousness. How can you reduce self-consciousness? Literally by shifting your *conscious thoughts* from “self” to something, or in this case, someone else. Our thoughts are like our physical bodies in that they cannot be in two places at one time.

When I speak to live audiences about dealing with “stage fright” (which is sometimes debilitating self-consciousness), I ask, “Who in society is considered fearless?” Without fail the answers shoot back, “soldiers,” “police,” “firemen.” Excellent answers. I then ask, “Where do you think the fireman’s mind

BE THRILLED TO SELL YOUR STUFF!

is focused as he heads into a burning building, while everyone else is running out?”

Hands shoot up, and I hear, “On his mission,” or “On the people he needs to save.”

You see, it’s not that these brave individuals in society are *fearless*. They are fully aware of the danger in their situation, but they have been trained to deliberately shift their primary *consciousness* to what they are there to give, which in the case of the firefighter is safety.

So what are *you* giving and to whom? What is your mission?

Being as specific as possible with these answers will not only help you to picture clearly the difference you make in your client or customer’s lives, but it will help you to *keep the focus on them and your desired outcome*. You will be much less likely to allow mental derailment from thoughts like, “I’m blinking too much,” “I can’t remember everything I need to say,” or “I should have lost those 10 pounds before doing this!”

Once again, your thoughts, like your physical body, cannot be in two places at one time. So, you are either thinking about yourself, or you are thinking about those that you are trying to help. Of course, I believe it’s always better to be thinking about the change you are trying to create in others. Thoughts are energy, so by allowing the energy to flow to the change you are trying to make, you will be more likely to manifest it!

The following technique will not only help you to get crystal clear with just whom you are talking to, and what you provide, but it is an excellent way to be able to get comfortable looking directly into the camera.

IMPACT!

What are you giving and to whom?

What is your mission?

EXERCISE: TALKING THROUGH THE LENS

- 1 While standing in front of your video camera** close your eyes. Recall one client or customer that you helped greatly. Choose someone that showed you gratitude for what you had done for him or her. Choose *one* specific person. I know it can be hard to do this. Especially when you may have helped many. The effectiveness of this technique depends on specificity.
- 2 Now, with that specific person clear in your mind**, revisit the moment they shared their gratitude with you. *Take your time!* Remember everything about that moment, the sights, sounds, smells and temperature.
 - What did they say to you?
 - How did they look when they said it? And lastly,
 - How did you feel? (allow this feeling again)
- 3 Next, open your eyes; look through the lens** as if that very person was at the other side of it! Feel confident that the *next person* that needs you, your product or service will be receiving your message.

Notice, I said, “Look *through* the lens?” This is a crucial learning for many people; looking and talking “at” a lens (like we all do at first) can be very uncomfortable. There is no energy coming back at you, like a human being would provide, so it can be a bit disconcerting. It’s completely natural and normal to find it odd to converse with an inanimate object!

BE THRILLED TO SELL YOUR STUFF!

By revisiting every sense of this moment you empower yourself in two important ways:

- 1** You subconsciously boost your confidence in your ability to help others, by reliving a time when you did just that.
- 2** You have taken the focus *off* of you and any fear or discomfort, and *onto* the next person that needs to hear your message.

When you have someone specific that you are speaking to, there will be a more natural cadence to your voice. As you practice this your level of comfort will greatly improve and it won't take long before you will start to get compliments on your professional delivery into camera!

Do not feel that because you may have pictured a female client, that men will not connect with you. Or, think that because you pictured a client that was an entrepreneur that a CEO would not find your video engaging. Specificity is crucial here for *your* comfort and clarity. When you are clear, your confidence is attractive!

Now, you can be excited to see the change and feel the gratitude of so many more clients or customers when they experience your product or service. All you have to do is *ask!*

TIPS FROM THE “BIZ”

Millionaire secret: I see a common behavior with my extremely successful business mentors. They each set aside exact time for projects that require absolute focus, and they electronically check out. That means no e-mail, no calls, no alerts for *any* social media and absolutely no texting. They have taught me that we must make a *conscious effort* to have uninterrupted time. Try turning off your phone and notices. Go “offline” and be surprised at how much you can accomplish in an hour! Want more good news? You can leave music playing; recent studies have shown that music actually may help with cognitive efforts*. Although the type of music determined to aid efforts that require focus and/or creativity are relaxing, repetitive, low-information-load, background music. You may have heard of the “Mozart Effect?” So, if silence is not comfortable for you, try listening to a classical station. Personally, I usually listen to a modern jazz channel on the internet (but I make sure to turn off all notices, e-mail alerts, etc.!) Get the most from the exercises in this chapter by electronically checking out!

(* Kiger, D. (1989). Effects of music information load on a reading comprehension task. *Perceptual and Motor Skills*, 69, 531-534.)

It works for actors: The more *detail* you can recall in the sense memory exercises, the easier it is to feel the same wonderful emotions you felt at the time. (Who doesn't enjoy appreciation for hard work done?) Your bonus; you'll learn even faster to *love* sharing your message on camera, knowing the bigger impact you can make by reaching the masses with visual media.

TIPS FROM THE “BIZ”

Watch some TV! I say this with the requirement to use discretion! I drastically analyze what I view on TV, (and programs I listen to as well) because I believe that “input will influence perception”; what we ingest can alter the way we view the world for better, or for worse. This exercise is focused on “hosted” shows and/or news shows. Instead of caring about the content, for this exercise look only for the TV personalities and hosts that catch your eye (Keep an open mind here. You needn’t agree with the politics or beliefs of the person, they may not be the same sex as you and that is fine). Perhaps one TV host captures your attention more than others. *What is it* about that person? Find a few TV personalities if you can (channel surfing is fine here.) There’s no need to watch entire episodes if you gather what you need in minutes.

You may be saying, “What’s the point?” It may surprise you: More often than not, we are drawn to TV personas that have *our best qualities*. Sometimes these qualities are being suppressed. This exercise opens a door to freedom if, for instance, a woman is hiding her tendency to show her clever humor on camera, but tells me she loves Ellen DeGeneres and Jon Stewart. Now I have an idea of what she might be capable of! Once we allow her to enjoy a bit of humor in her message, she feels at home, her sense of enjoyment increases and she is so much more effective in her camera presence. Plus, hey, she got to have more fun! Life is too short to not have as much fun as we can, especially when doing good in the world!

IMPACT! QUICK SHEET

CHAPTER 2

- 1 Passion can overwhelm logic and as Walt Disney and many others in history discovered, a passionate idea can encourage people to action. That's why "**You must be _____ to _____ your stuff!**"
- 2 Passion combined with your natural gifts can create a message that cannot be ignored, and will have you feeling comfortable and confident. From the Passion exercise you can see a theme that has shown up in your life since childhood in your "**_____ moments.**"

Consider as a talking point if that gift is something you are using now, and how or if you can incorporate now to strengthen your message or brand.

- 3 The strongest step you can make to overcome self-consciousness in presentations is to keep your mind focused on **your _____** and exactly **whom you are talking to.**
- 4 Most people talk at the camera when they first stand in front of the lens to shoot a video. To make the connection with the audience more personal, practice **talking _____ the lens!**

CHAPTER 3

PREPARE YOUR BODY AND BRAIN

“The first step to feeling powerful is to become aware of your posture and movement. I am surprised to realize most people overlook this. Likewise, our perception of others is, in large part, derived from our nonverbal communication.

—SDR

I have an addiction. I suppose as far as addictions go I could have chosen worse. I love to challenge my body with exercise. For me, regular workouts that test my limits in strength and endurance can really keep me in touch with what is happening with my body. If we have only one vessel to take us through this life, it makes sense to me that we do regular maintenance checks, right? I would rather be the one to do regular daily check-ins than rely solely on an appointment with a physician. Since most often, by the time a medical doctor finds something it's already an issue. Staying mentally tuned in to your body is a key element in the prevention of disease and injury. It's the first step to taking control of your health.

Since this chapter is about physical and mental grounding to help you look and feel like a rock star on camera, I am beginning with the connection to your physical self. After all, 75% of our human communication is *non-verbal*, so the more aware you are of your body and how you are using it, the better!

IMPACT!

Scientists know of a sense beyond our familiar five – sight, touch, smell, hearing and taste – that is the sense of where our body is in space. This sense is called Proprioception (PRO-pree-oh-ception). Without this sense, we would find it impossible to put one foot ahead of another and walk. Obviously this is an extremely importance sense to hone for an athlete, dancer or a presenter!

You may expect me to start spouting off here about the significance of body positions and postures, but to the foundation for being grounded in your body and confident in your mind begins in your lifestyle, not your posture. I know for me, my overall sense of well-being is rungs higher when I have had a good physical workout that day. That translates, by the way, to more confidence and more clarity of mind.

In my twenties, while living in New York, I decided to learn kick-boxing. Not only was it a great workout, and I dropped body fat and increased strength, but also I became more confident in my ability to protect myself. I found I walked a bit taller, and was more aware of my surroundings. Since I had a problem with shyness and insecurity in social situations, this was very empowering for me. Other people started to see it too. People reacted differently. In retrospect, I think they reacted differently, because I approached them with a different energy. I was more emotionally available and present. I was less fearful. My decision to step up my physical activity and get more fit was, in fact, one of the biggest steps to eventually overcoming my shyness.

Starting a fitness routine may be life changing for you as well. Especially if you have not made it a priority thus far, or like so many busy entrepreneurs, you may have fallen away from the consistent workouts you have been used to. I have been guilty of cancelling workouts to stay buried in business myself, and I know the repercussions. It's one of the reasons I am emphasizing fitness in this chapter!

PREPARE YOUR BODY AND BRAIN

To look like a real pro, the energy level needed on camera is considerably higher than normal conversation. The same high energy is needed to present on stage, as well. When you develop a feel for creating energy in your body (like starting a workout) you can better grasp the sensation of creating a higher energy for camera.

If you were to see a news anchor using a normal level of conversational energy, you would wonder what was wrong, and probably would not stay on that channel for very long! News reporters and TV hosts we see everyday are generating a level of energy exponentially higher than what we use in daily conversation. This is the case even if they are seated behind a desk. A news anchor, for instance is utilizing a high level of energy to speak with forcefulness and intensity. It would seem a bit odd to speak that way in a social setting, but that extra boost they are trained to use on camera adds a sense of “urgency” and keeps our attention.

How can you apply a sense of “urgency” to your message?

Until you start to play on camera and elevate your own energy, you may not believe how far you can go. Sometimes I even have my clients get physical but doing jumping jacks, or running to get the blood flowing and vitality up! These are great ways to get a quick boost of energy before you hop in front of the lens!

Think that’s silly? That’s part of the process! Getting “into the body” helps to get “out of the head!”

Now, keep that liveliness and power in your voice and gain full control over the message your body is delivering! (Remember 75% of communication is non-verbal.)

IMPACT!

An expert must appear unwavering in their words and conviction.

That's why the first thing I introduce a new client is their **most powerful stance**. A strong stance demonstrates authority and confidence. If you want to be respected as a trusted expert, then standing like you *own your space* is your foundation.

YOUR MOST POWERFUL STANCE



The stance for men and women is basically the same. Men, will prefer to place their legs wider apart; simply put one foot slightly at an angle in front of the other. This is like a dancer's first position, or a fighter's stance. The key here is to have the *front* foot pointing toward the camera.

To do this:

- 1** Start with your body at about a 45 degree angle away from the lens, then
- 2** Take the foot closest to the lens and place it forward and pointed toward the camera.
- 3** Twist a bit at the waist. Turn your shoulders to camera and settle on your back leg.

Here I am showing an audience member how to have fun and look great!

If this looks familiar to you, it's because the celebs do this on the red carpet! We do an exaggerated version of this stance because it



PREPARE YOUR BODY AND BRAIN

keeps us steady for pictures and it helps to whittle the waist for camera, too!

See this demonstration and more in the free video training at www.CharismaOnCamera.com.

You should feel *rooted* to the Earth, like a tree, through your back leg. Now:

- Pull your shoulders back and down.
- Head tall, like there is a string *pulling* it up from the ceiling.
- Chin down to open your eyes to camera.
- Keep your energy high.
- Say your name, and mean it!

Once you are accustomed to presenting on camera, you can start your message with a question, or any way you feel fits your brand. But for the those first-timers on camera, I suggest starting with your name because building your confidence on camera is a step-by-step success. And heck, I know you can say your name like you own it!

It is not mandatory to stay in this strong stance. I love movement and gestures and I encourage the use of both, absolutely. But there are a few times that you want to look as solid as possible, and these are the times I suggest standing in this strong, unwavering stance.

- 1** When you say your name.
- 2** When you state the name of your business, product, or show.
- 3** When you say your website or phone number.

IMPACT!

Best practices are to stand solidly. Speak slowly when delivering these items. We don't want to take a chance that someone has to wonder what you said!

There are times when your natural movement tendencies may get in the way of looking authoritative on camera. These are like little robbers, lessening your perceived strength and self-assuredness. Let's take a look at some of these now.

To be believed as an authority to your audience you must appear unwavering! Movement like swaying a little bit forward and backward, or side to side can project weakness or shiftiness. Sometimes the viewer will not even be aware of what triggers their negative reaction. It's all part of that non-verbal communication!

I have helped some clients develop a style for their delivery that may include stepping to the camera and then away, but these movements are planned for emphasis on certain points in their presentation. A good rule of thumb if you are looking to incorporate more movement is to *evaluate the motivation* behind it. For instance, if you move toward camera suddenly, the audience reaction may be startled, or on the other hand, it may be humorous. What is the reaction you are looking for?

Have intention and then commit to it fully.

TRY A WALK ON OR WALK OFF

An easy way to get some body movement into your videos is to either walk on, or walk off (or both). The secret to making this look like a pro is to begin speaking as your foot touches the ground in front of the lens. It can come across as awkward when you wait to place your feet completely before you begin to speak. Think of starting a conversation with someone that you walk up to. Keep that natural flow as you start the conversation with the camera!

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Walking off, intention has to be high to have this look professional. In other words, sign off (“See you soon!”) and walk off like there is a fire you need to put out! Turn your head and get outta there!

Walking off is one of my favorite ways to encourage the audience to take an action step because you literally are in action as the video ends!

Do you use your hands when you talk?

WHAT ABOUT GESTURES? SHOULD YOU USE YOUR HANDS?

When it comes to movement, I so often have people worry about gesturing. Apparently, there is an entity out there known as “they,” and “they” have told people that using your hands to speak is bad. Who IS this “they”? I disagree, much to the instant relief of many of my clients and workshop participants!

My thought on gestures is that it is best to do what feels *natural to you*. If you naturally very animated when you speak and tell stories, then do just that when you get on camera!

The alternative: do as “they” suggest and try not to use your hands. Where do you think your mind will be during your time on camera? You’ve got it, you’ll be thinking about *not using your hands*. This will cause you stress, you may forget important points, and even worse, you will look uncomfortable and when that happens it’s nearly impossible to sell anyone on anything you have to say!

That said there is some truth to the fact that our human minds devote a large percentage of our attention to a presenter’s hands.

IMPACT!

That is one of the reasons that a magician's "sight of hand " can mystify us!

There are a few common gestures that will take away from your message by drawing focus. For you to be most effective, we want their focus to be on you, specifically your eyes (face) and your message. In theater, when another actor draws focus in a scene we call this "upstaging." You certainly don't want to be upstaging yourself! So here are a few of the most common distracting hand movements:

1 Pointing directly into the camera or the audience.

There may be a specific time in a story, for instance to use this gesture, but in general it is unsettling and sometimes can evoke responsive emotions like anger or shame. Years ago, I was told by a teacher that this was "rude". The need to please was so strong for me at that time that I was horrified and I don't think ever pointed again!



PREPARE YOUR BODY AND BRAIN

- 2 “Steeple hands”** (If you have been taught this is a good thing, I hope to reprogram you immediately).

This often-seen distraction is done by placing your hands in front of you with all fingertips touching, palms slightly apart. It is essentially ten fingers pointing at the camera or audience. We cannot help but to look at this and remember eye connection is the most natural way to build trust and rapport so this is “eye-grabber” is not a good choice. A slight modification is to soften your fingers at the knuckles and let them slide between each other. Easy!



If you are still concerned about your gesturing, I suggest watching your video with a trusted coach or mentor. If there are movements that you repeat excessively or pointing, those could possibly need to be curtailed. We don't want anything that will distract from your message; we only wish to enhance it and showcase you!

IMPACT!

WHERE'S YOUR HEAD?

Now that you are aware of how to build that foundation for your physical body, let's move into the mental preparedness. Why is it that so many feel that the red light on the camera has the power to derail their brain?

I hear it all the time, "I prepare like crazy and I still forget main points!" or, "I know that answer to that question like the back of my hand! Why couldn't I answer it in the interview?" "As soon as I see that light go on, it's over... all my preparation goes out the door!"

For many, one of the biggest fears is to look foolish in a media interview, or have to struggle through a video for your business. There are many reasons why things can go wrong. Below there are a few of the most common. You may recognize yourself in one or more of the situations, but rest assured your remedy is here.

Memorization can be deadly. Don't memorize. You can get too attached to the material, so if something happens, say, your segment on the news is cut by one full minute, then you risk feeling "lost" when you have to give up a part of your memorized piece, or, alternately, you race through your segment, trying to get it *all in*, because that is how you committed it to memory.

Memorization can take away the sense of spontaneity, and keep you from being in the present moment. It also can create absolute panic, if, in the middle of the message, you "go up" as we actors say, or forget a portion of a memorized speech. Scrambling for your words is not a powerful position to be in. It is a worst-case scenario.

**THE SOLUTION: BULLET -POINT YOUR TOPIC
AND KNOW THE IMPORTANCE OF EACH POINT**

- 1 *Assemble your bullet points and then trust that you know those points inside and out.*
- 2 *Prioritize them. If you have to shorten your segment at the last minute, which point can you let go first, second, and which point is crucial to your message?*
- 3 *If you worry about forgetting statistics, or a quote, there is nothing wrong with holding a “cheat card” that you refer to quickly for those stats. The only caution with that is to keep it subtle! It’s better to look at a card with statistics and get them right, rather than misquote or state them wrong and have to retract it later.*

Make friends with your fear. First let’s have an appreciation moment for fear itself. After all, if it wasn’t for fear, humans would have been eradicated from the Earth many years ago, falling prey to lions, tigers and bears. (“Oh my.” Sorry, I couldn’t resist.) We’ve been taught that fear is a component of our flight or fight response, designed (as best we mortals can surmise) to keep us alive. Now, a reality check: appearing in front of a camera will not kill you. You may *feel* like you *want to die*, or in the milder cases, you may just feel like a fish-out-of-water, and prefer to run the other direction. No matter what your degree of fear you experience, acknowledging it as a friendly entity is a good place to start. Hoping your fear, or nervousness will “go away” is only empowering it to hang around and get in your way. So, knowing that it is going to be there anyway... why not consider it a piece of you that will be along for the ride, but is *not needed*.

Picture what your fear looks like. *Hold it in your hand, thank it (aloud) and then place it behind you, as if you are securing it with a seatbelt, like a child in the backseat. Now, the most*

IMPACT!

important part of this exercise: take your focus from your “back seat” and look “through the windshield” to your audience. Who do you need to reach the most? How will you do that? What will you offer to them? Remember, your thoughts, like your physical body cannot be in two places at one time. You are either thinking about yourself (where fear has your ear) or you are thinking about what you are delivering, and the impact you can have!

Trouble focusing. It’s about them, not you. Knowing your thoughts must be with your audience is sometimes not as simple as it sounds. There will be things that come up for you and/or there could be a bit of chaos on the set. Your segment could be cut short or changed. You might have even had a terrible time in traffic or had a fight with a family member. All of these can lead you to distraction and may allow those negative thoughts to have a hold on you.

Solution: *Take a moment before you get on camera.*

- 1 Take a few deep breaths.
- 2 Revisit an Ah-Ha moment.
- 3 Immediately envision your best outcome for the video or the interview you are about to experience. Remember your fear is securely buckled in in the back seat, now look forward and deliver your message to those that need you most.

Obsession that things go “perfectly”. Don’t worry about perfection, it’s overrated! One of the most eye-opening things I ever learned came from an acting class. On the day that I was struggling with a scene... stubbornly trying to be the perfect version of that character, my teacher said, “Stop trying to be perfect! We are drawn to the *brokenness* in other people.”

PREPARE YOUR BODY AND BRAIN

Oh what freedom this has given me! How wonderful to realize that our most popular actors, actresses and pop culture icons do indeed have that sense of brokenness that we can identify with. Marilyn Monroe personifies this theory perfectly; of course, she *was* very pretty but it was her *brokenness* that made her *unforgettable*. Women identified with her even with her Hollywood glamour and well, men wanted to fix her. She still graces covers of magazines decades after her death.

So, what does this mean for you? Well, the next time you worry about that stutter, or have to correct a flub in an interview. relax! You are human, with all the wonderful faults that *we all have*. We appreciate the reality of you! So give yourself a break. Perfection IS overrated!

TIPS FROM THE “BIZ”

* Did you know that certain foods should be avoided if you want to be the best version of you on camera? This is important for speakers, too!

For instance, coffee can cause jitters, and when you may already have extra nervousness to deal with, why make it worse? I have also seen coffee create difficulty for clients when it comes to remembering points of their presentation. I am a coffee lover, but I do suggest limiting your caffeine considerably or skipping it altogether if you can, before getting in front of the camera.

HERE'S A FEW MORE

- Dairy products can cause mucus in the throat, creating the need to “clear” your throat. Stay clear of dairy for about 24 hours before you shoot.
- Be aware of certain lozenges and candy that can discolor your tongue. It may be easy to overlook but a bright red or yellow tongue on camera is not!
- (Trust me on this one!) I know it’s tempting to ease nerves with a bit of alcohol, but you are far better with a clear mind. With the exercises in this chapter you have the tools to work through your fears and blockages. Trust them to support you through your shoot. Celebrate afterward.

* Keep your voice in shape, too.

A long day of shooting on camera or a day of live training can take a toll on your voice. I keep a vocal coach on the top of my referral list for clients that struggle with loss of their voice, or that need to work with a speech impediment. I am happy to share that

TIPS FROM THE “BIZ”

name with you if you contact me directly though the Charisma on Camera website: www.CharismaOnCamera.com.

In the meantime, build the strength in your voice by working with your breath.

First, be sure you are breathing from the diaphragm: face a mirror. Take a deep breath in. Your shoulders should not move toward your ears! This indicates that you are not supporting your breath with your diaphragm.

DO IT RIGHT

- 1** Place your hand on your belly.
- 2** Breath in, keeping your shoulders steady, and fill your belly with air, inhale and picture the air filling your abdomen and lower back. Push your hand out with the belly as you fill with air.
- 3** Breath *out* in a *slow and steady fashion*, feeling your hand going in toward your spine as you exhale.
- 4** Repeat, being conscious of the steadiness of breath. Keep total control and work on delivering a longer and longer exhale, keeping it steady.
- 5** If this type of breathing is new to you, be careful to not overdo it at first. You may experience a bit of lightheadedness. If this happens, it's fine to do this practice seated, keeping your back straight and shoulders back.

By practicing like this daily, for even 3-5 minutes, you will be better able to support your vocal chords on those long days!

IMPACT! QUICK SHEET

CHAPTER 3

- 1 Since _____ **percent** of our communication is *non-verbal*, the more aware you are of your body and how you are using it, the better!
- 2 Stand solidly and speak clearly when delivering these three items:
 - When you say your name.
 - When you state the name of your business, product, or show.
 - When you give your _____.
- 3 Trying to memorize your entire presentation word for word can be a deadly mistake. Instead break your message into _____ and prioritize them.
- 4 *Discussion topic. Since perfection is overrated, where in your life have you seen evidence that sharing some struggles has helped connect with others?*

CHAPTER 4

BUILD YOUR MESSAGE CORRECTLY

People want three things when they click on your video as a potential customer or client; they want to know that you “get them,” that you have the knowledge and experience to help them, and that they can trust you.

—SDR

Every so often, I get the skeptical audience member that says to me, “I tried video. It didn’t work.”

(I sometimes wonder if the same person doesn’t buy a treadmill, stare at it and wonder why they didn’t lose weight.)

Implementing video for your business is not a case of, “build it and they will come.” (Far from it.) Effective marketing, correct keywords and titles can get your videos out there, but your videos will only convert watchers to paying clients if they are *structured properly*. If you can connect quickly and powerfully with your followers and fans, they will share your message for you, and that’s when video pays off.

In other words, you must build an emotional connection with your viewers if your videos will truly be successful conversion tools.

IMPACT!

Structuring your message is important when you are heading into media opportunities as well, but we'll get to that in just a bit. For now, let's talk about what it takes to make that emotional connection that will help you to transform a viewer into a client.

FIRST, BE FAST AND FURIOUS

You have 3-7 seconds to grab your viewer.

Seriously.

Think about the decision process you go through when *you* click on a video thumbnail, and you'll understand.

First, a quick note here: the video must load quickly. If it takes more than a few seconds we can be lost before you even get started! Check with your web designer to assure a quick start if the video is embedded on your site.

One... Two... Three... "Do I like what I see so far?"... Four... Five... "Well...", at this point, you are either engaged or have your finger ready to click off, meaning you are already mentally disengaged. Even if you have decided to give it a shot, you know you'll jump down to the video bar and check to see how long you are committed, "8 minutes? Eeehhhh.... I don't have time, I'll come back to this later." And how often do you *really* do that?

So, grab 'em fast and keep it short.

So, what do you do to grab your viewers in that ridiculously short period of time? You may be thinking you cannot say anything profound in only 3 seconds. You may be right, but it is not your words that will grab them, it's your *energy*.

There's that word again!

BUILD YOUR MESSAGE CORRECTLY

It's an important one.

From the second *before* we even see you take a breath on camera, your *energy* should be focused through the lens at your audience. You should be clear on your intention and excited about it. Like my acting coach told me, “fascinated people are fascinating,” so speak with your passion up front and allow that to boost your energy from the very start. In fact, have that energy and focus set before you even hit “record.”

This simple trick of the pros will ensure that you are magnetizing straight away in your video. Imagine you have a stage manager who is counting down to the “live” shot you are about to do. “Five, four, three, two...” This is where I want my clients to be like a racehorse at the gate... high energy and ready to go with their message! Take a moment for the count of “one” and then, go!

I spent some time casting for commercials. In this process I would have several dozen people come in to audition, all speaking the same script. Everyone would be put on “tape” to be viewed later by the director who would then determine who he wanted to see in the commercial spot. Until then, I had only been on the other side of the camera during an audition, so I was initially surprised when the director didn't have the sound up as he reviewed the performances! One after another, the faces came and went on his screen in silence. He also didn't watch more than a few seconds of most of the actors. He would just skip ahead to the next face. This was a revelation to me! He was eliminating anyone that didn't “grab” him with energy right away. He immediately eliminated those that waited to look at the camera, in other words, the folks that seemed to gather themselves before speaking. Instead, he wanted that sense of excitement and being in the moment, even as the camera just started to record. It was only once he narrowed down the field in this way, that he turned the sound

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up, and made his final decisions. As you might imagine, this dramatically impacted my audition process. From then on, I knew to be like that racehorse at the gate, ready and excited to talk through that lens!

While your energy is the first connector, it cannot sustain the attention of your audience all by itself, so *what you say* right at the top *is* important! The content of your video must start right away with something that will engage your viewer. It could be a very targeted question, or an astounding fact, but give the best stuff up front.

If you are shopping at the grocery store for apples and the freshest fruit is a long reach away, at the back of the shelf where it can't be seen right away, how appealing would that fruit shelf be? It would look a bit average, wouldn't it? And with the shiny fruits hidden, you might walk away. Chances are, you wouldn't return to that grocery store for apples any time soon after.

Think of your best information as the shiny fruit. Don't be afraid to put it right up front in your video. If you *start off* with great content, the viewer will want to see what else you've got!

Avoid getting in the “process” before the “results.”

A common mistake people make is they describe their process before the results of their product or program. This is understandable since so often the way we work, or the way our product is designed may set it apart from all the rest, and gosh-darn—it we're proud of that!

However, someone has clicked on your video asking, “What can you do for me?” So tell them. Quickly. Give them results that you bring. Let them imagine what their life could be like. Tell them *how* you'll create that for them (your process) afterward.

What is the thing that you do or say that people gain value from right away? That is your “shiny fruit!”

HOW TO STRUCTURE OF YOUR MESSAGE

Politics is just like show business. You have one hell of an opening, coast for a while, and then have one hell of a close. — Ronald Reagan, 40th US President, the “great Communicator.” What does this mean to you? Start your presentation strong and with lots of energy, and end on a high note too.

At this point in our process, you understand how physical and mental grounding can get you feeling more confident and capable on camera. When it comes to knowing just *what* to say it helps to have a basic structure to follow.

Obviously, there will be different approaches to your message if you are shooting a video for your website home page or a video to sell your product verses sharing your message in a 3 minute segment on the news. While it is not possible to cover all here, we will take a look at one of the most commonly found usages of video for business, the intro video for a product page where people must be motivated to act. This will work in the long form of a sales video as well. In both circumstances, your goal is to initiate movement from your viewer; to “click,” “call” or “sign up.”

IN A SIMPLE SUGGESTED BREAKDOWN, IT LOOKS LIKE THIS

1 Start with a qualifying question:

“Have you ever...”

“Wouldn't you like to...”

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“How would you feel if...”

“Are you tired of...”

2 The empathy statement

“I know I did.”

“When I was _____ I did too.”

3 The hope of a solution from you.

“That’s why I developed....”

“That’s how I can offer...”

4 It’s called _____ (name of philosophy, product, program, webinar, etc .)

5 “It’s for you if “This touches further on the pain that your target client or customer is experiencing.””

“You are a business owner and cannot get ahead.”

“You are struggling with your teenager’s apathy.”

“You want to be X but always feel Y.”

6 Imagine what it would be like to...

“Have more energy.”

“Have more security.”

“Have more freedom.”

7 Solution offer. Here is where you list the benefits of your product.

“In our classes we will build your confidence.”

“With our organizer you will no longer lose a single file.”

BUILD YOUR MESSAGE CORRECTLY

“Membership in our community will elevate your profile in your field.”

8 Call to action.

“Call now.”

“Enter your name and e mail for our special free gift.”

“Come see us.”

As with any marketing, there is always a variation that might work better for you, and certain phrases and approaches that are specific to your audience. I really enjoy helping people with this, by “going deep” and really getting the emotional connection. I refer to it as rapport, with the viewer. When in the presence of great rapport, you can move people to action! It’s wonderful to see the presenter’s sense of security settle in when the words we choose work!

It never hurts to know what words may strike the right cord with your audience and lead them to action. Once you are familiar with the golden words, start to use them in your presentations. One of my favorite resources is a book by Frank Luntz, (2007) *Words That Work, It’s Not What You Say, It’s What People Hear*, Hachette Books.

TIPS FROM THE “BIZ”

When interviewing with the media, it is not always possible to include much of your story, or even a direct call to action. Both can always be implied, at least until you have recurred enough on a program to be known. By working through the long video format and developing your signature story, you will be able to “flavor” your appearances with your signature take on situations, current topics and advice.

The more consistent your “flavor” the faster you will develop recognition as an authority.

When working through the formula, it may be tempting to memorize. Memorization can be the worst thing you can do, so instead, bullet point. Even if you tape just one or two points to the very bottom of your camera lens to shoot your video, you must trust that you know your topic inside and out. If you choose to try the reminder paper, never let the paper be longer than a few inches; the closer to the lens itself the less noticeable your eye movements will be when you “grab” your bullet point or reminder word on your “cheat sheet.”

TIPS FROM THE “BIZ”

If you find that over time, you tell the same story, or prove the point with the same phrases over and over, I suggest switching it up! You may not realize it, but repetition over time can create a very programmed “read,” and your potential customers will sense that you have ironically, “memorized” your message. Be more magnetizing by being fresh and present.

Ever notice how you can watch a commercial play seven times or so before you recognize the product? That’s why traditional marketing uses campaigns. It takes seven to ten “touches” with a potential client or customer before they buy. Utilize this idea of campaigns with your video marketing as well. Instead of one, string several information filled videos together and then suggest a call to action for more info at the end... lead them to a class, special event, product, etc.

IMPACT! QUICK SHEET

CHAPTER 4

- 1 You have 3-7 seconds to grab your viewer. While you can't say much in this short time, **your** _____ can grab your viewer.
- 2 *Discussion topic: What is it the thing you do or say that people get value from right away? In other words, what exactly is your "shiny fruit?" If you ask this question in a group that knows your business, do they see the same answer for you?*
- 3 What is a **qualifying question** that you might use to start your presentation?

- 4 What would be your empathy statement?

CHAPTER 5

BOLSTER YOUR SUSTAINABILITY

(Spiritual and Practical Approaches)

“Keep away from people who belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.”

—Mark Twain

After spending nearly all of my life in the television industry, I can tell you it is a rollercoaster ride to be in show business. While I always supported myself, it was not always comfortable, or predictable. In one year, I went from a very healthy six-figure income to a measly seven thousand dollars. I did not make that adjustment well.

The struggle was not just financial. It was mental and spiritual too. I felt very alone. I was in a city where I had no family, only a few friends (and most of them were not well chosen). I felt as though I was not supported in any way. It was like a kind of free fall into the dark unknown. I was miserable. I had to face the reality that I had chosen a career that, particularly for women, is brutal on the ego, and for the majority at least, frightening short. I had hit my thirties, and suddenly I noticed the incredibly stunning, talented women, each with respectable industry credits

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under their belt, selling their cars and valuables to pay the rent because they had not found a way to stop the clock. They were now considered middle-aged and they had no financial security or job prospects in the industry that had relished them when they possessed the ever-vulnerable gift of beauty and youth.

Was I going to be one of those women? Maybe even at a much younger age? The “heat” (my current recognizable value as an actor) from my last TV series was starting to cool off. I feared it had been too long since I worked, and I may not be considered as hireable.

To make matters worse, a long-term love relationship had turned toxic. I learned how tragically addiction can change a life and the effect on those closest to that person can be costly. Eventually when the situation got too abusive, I left the relationship. The escape was a good thing, but the emptiness in my life seemed ever-expanding. If I had an audition in these days, my desperation entered the room before I did, and my rate of booking jobs flat lined.

My way out of this financial and emotional spiral was not in my material things. I did not resort to selling off anything. (In actuality, I had moved from coast to coast so much I didn’t hold onto much.)

Realizing my financial situation would not support my rent payments, I moved out of my apartment and any once-precious items were crammed into a storage unit. I was sleeping on an air mattress in a gracious older friend’s back room of his home. Rent was essentially free. I had found a holding pattern in my free fall. Now I needed direction, and to lift my head to see something other than the depths of despair below me.

That direction came in a devotional book given to me by a friend, and an introduction to God. Not the God I had feared when I

BOLSTER YOUR SUSTAINABILITY

was in church as a child, or the one that would damn me to hell for swearing (Heaven knows at this point in my life, with my language I would have burst into flames spontaneously). Rather this God was supportive, loving and most amazingly, *present*. Actually with me when I needed Him, and even when I thought I didn't.

I finally had *support*.

I relied on this devotional book to get me off of that air mattress each morning. I'd reach for the book before I even opened my eyes. I'd read a bit of scripture, which I was finally starting to understand! And write a bit about my fears and hopes for the day. And even though things didn't change right away, as I relied on that Higher Power to guide my decisions and even spoke to Him during the day, asking for guidance in everything from which bills to pay to conversations with friends new and old.

Christians call what I began to experience as FAVOR. Doors began to open. Better people took the positions in my life as close friends and within a few months I was again employed.

I actually shied away from television industry for a while. I had seen the underbelly of the beast of the "Biz" and was not all keen on continuing on that path just then. The job I took was a corporate job. I was in the real estate and mortgage industry, and the bubble was just blowing up. I nearly hit six figures in my first year. I was making a name for myself in record time at the company.

I got back on my feet.

I drove a nice car.

I had nice clothes, and a great apartment.

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I hated the job.

I began to miss what I had done for so long. I missed the challenge of learning a character, and the action and urgency of working in TV. I missed the teamwork of a well-run show. I missed the cameras and the crews. I continued my morning rituals with my book and my writing, asking that if it was God's will, I find a way to get back into the industry that I knew. I knew it was nearly impossible. I hadn't been auditioning, so I was off the radar and even my headshots were put away in a drawer.

Remember that favor I mentioned?

A got an unusual call one day. I have had two calls like this in my career as an actor. I must say, they are extraordinary and I acknowledge the honor that is bestowed when a call like this comes in:

"Sandra?"

"Yes."

"This is Mark Teshner's office at General Hospital casting. We have a role we'd like to offer you." (No audition necessary this time.)

Just like that, I was reminded that life is too short to work at something that does not utilize your gifts and offers only money with out any other rewards. I had been crying on my way to the corporate job, and I now was wishing the TV job would last forever.

Life is too short to work at something that does not utilize your gifts and offers only money as a reward.

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It didn't. It's not that kind of business. My character did not, however, die in the storyline. (I have quite a reputation for dying, and my sister seems to enjoy teasing me about that!). So... as for the future of my character, hey, you never know with daytime dramas!

I am so grateful for that experience of transition and the blessings that I received throughout it all. Without all the loss, I never would have found the faith that sustains me. I am sure without reaching for God's hand to help me climb up, I never would have had my eyes open to meet my wonderful husband. I am thankful too, that the struggles help me to be more understanding and more supportive of others. God can change things for good in an instant.

The morning ritual is still very much in my life. I have added a gratitude statement to my journal writing now. As I grow in faith I learn more from the readings, even if I read that same thing a hundred times! If ever I miss my "morning time" I can *always tell!* It will not be a stellar day. I could find myself lacking focus or feeling short-tempered or depressed. I'll wonder why this is happening, and sure enough, I'll have missed that time with God.

As a take away from my story, I hope that you incorporate a spiritual ritual that includes your higher power every day. For me it is Jesus and the Holy Spirit that guides me and give me grace. This is not a book on conversion, and you may have a different spiritual path. All I request is that you have a knowing that you are uniquely designed by God (however you refer to your higher power) to accomplish an impact in this world that *only you* can have.

By keeping an open relationship with your Creator, I believe you can achieve it.

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A PRACTICAL APPROACH TO SUSTAINABILITY

I cannot say enough about those individuals on my (short) referral list that fall under the title of “Branding and PR.” There are those that are so very good at what they do they can take a virtual unknown and turn them in to a household name. They can take a product that has been sitting on shelves, and with repackaging and promotion can take it to the stratosphere of success. That’s not to say they are for *everyone* that is reading this book.

So, should you or should you not, hire a branding and/or public relations team?

A major consideration is the investment. To align with a proven, established branding company, it will easily cost you tens of thousands of dollars and it is very likely that much of this will be spent before you see the financial rewards from the work you paid them to do. That is not to say that the return on investment (ROI) may not be excellent, but it is not necessarily immediate, nor is it a 100% predictable venture. Statistics, research, great design of all graphics and websites and media exposure can give you an advantage over your competition, but it is impossible to foresee certain changes in the market that can be caused by everything from technological breakthroughs to news worthy scandals and even natural disasters that can alter the interpretive environment of your product or field.

A BRANDING/ PR TEAM IS EXCELLENT IF YOU ARE

- 1** Reinventing.
- 2** Launching a new line of products.
- 3** Headed in to a new venture (using your successful business as a story for reality TV for instance)

BOLSTER YOUR SUSTAINABILITY

- 4 Starting a company and ready to blast it out in a big way (in other words, you have funding set for big marketing).
- 5 Ready to start on a six month to year-long agreement with your chosen team to create the desired outcome. With a few freaky exceptions, like, let's say, if a First Lady wears your store's outfit for Inauguration Day (J Crew) nothing happens overnight.

If the price tag of bringing in a Branding company or PR Firm is a bit steep at the moment, it doesn't mean you cannot get media exposure. You may consider hiring a PR firm for a *shorter period of time* (a month or two around the date of your book launch, for instance).

A branding or public relations partner can be a substantial investment. Are you ready? Can you reap the benefits?

You may be able to *book yourself* on TV, radio and press interviews, now that you are prepared with your message and feel confident stepping out! A good basic resource is HARO, or "Help a Reporter Out" (www.helpareporter.com). Through this free service, you will see daily what the media outlets are looking for and be able to submit to them.

There are also multiple ways you can place yourself in view of media decision-makers, like the *National Publicity Summit* in New York City, an annual conference produced by Steve Harrison and his company Bradley Communications (www.nationalpublicitysummit.com).

I mentioned that my close circle of friends had changed during my toughest times. I think a huge part of success and recovery

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from setbacks comes from your selection of those you turn to for encouragement. I became very discerning. I know that if ever, God-forbid, I am struggling again, I am surrounded by people that will be there to help me up and then hearten me to be the best version of me that I can be.

I have secure relationships with my manager, promoter and all members of my support team. I am not just associated with them, at this point they are trusted *friends*. I say this to you only because there are going to be tough days. Even when the money is coming in and you are recognized as a great success, you may be targeted by those that want to see you fall. It may seem unfair, and it might get very draining emotionally, spiritually and maybe even financially, but with the right team in place you can get through it all.

Know that you are your biggest limiter.

Your impact in the world is yours only to achieve.

It's my commitment to you that I hold that place for you. I believe in you.

TIPS FROM THE “BIZ”

Celebs are notorious for traveling with a team of people. Hollywood even poked fun of itself for years with the award-winning show, “Entourage.” Reality is we all need our entourage. No one builds a brand alone. While you may not be in need of a full-time babysitter like some misbehaving starlets, you certainly can see the value of having a PR specialist on your team. Assistants to save the valuable time of doing tasks that are not your money-making activities. A marketing expert and a business mentor are essential. I recommend that you have actual fans you can call on tough days... your cheerleaders.

Have a lawyer and a coach who are available to you when you need them.

Some of this team can be on your board of advisors (whether it is a paid board or not is up to you). Finally have a spiritual mentor and a community where you can feel supported.

This book is meant to empower you to step out in a bigger way, and get your message out to the world. Chances are part of your trusted support team will include a videographer. I encourage you to consider this person carefully for many reasons.

- 1** The energy of the person behind the camera *will directly affect your state of mind*, for better or for worse. For instance, I adore my husband, but once he sets the lights in my studio for me, most of the time I ask for the remote, and I let him out the door! He is a director, (and very good at what he does, I must say) but I become self conscious when he is behind the camera. I love my hubby, but if I need a cameraman for a bigger project, I have my video “go-to guy.”

TIPS FROM THE “BIZ”

- 2 Consistency is important. Having your own Video “Go-to-guy” means there will be *consistency* in your videos projects. Consistency builds a brand and increases trust in viewers.
- 3 You are creating a partner. I consider my “Go-to-guy” a creative *partner, not just a daily hire*. I know what level of input he can offer and I know I can count on him to be on time, be in integrity, and deliver a quality product on time.

He also knows my brand, and the longer we work together the better his creative suggestions are!

I know it may be tempting to save some bucks and use your cousin’s brother-in-law that wants to try his new fancy camera, but invest your time to choose the right fit for you and your brand. When searching for a partner consider not only a strong work portfolio (Hint: this should always be available for you to see online *immediately*. If they are professional this is their calling card!) but also their energy and professionalism. Are you comfortable in their presence? Do you feel supported? Can they see the vision you have for your videos and your company?

The scope of this book does not allow for all the in-depth empowerment tools that I use with my private clients and corporate sales teams, but I do hope this has got you started on the path to being Powerful in your Presence on camera and off. More training and support can be found on the website www.CharismaOnCamera.com. I encourage you to continue to own all that you are and step out bigger toward the lush pastures that await you.

IMPACT! QUICK SHEET

CHAPTER 5

- 1 Discussion topic: Do you have a morning ritual? If not, what might be something you could start (Ex: journal, reading, meditation/prayer time).
- 2 In this chapter we discussed the importance of having a team to support you.

How complete is **your team** currently? Do you have:

- a A mentor/ coach?
- b Cheerleaders?
- c A board of directors (paid, or not)?
- d Assistant support (virtual or not)?
- e CPA/Bookkeeper?
- f Legal support (at least a resource for legal contract review)?
- g Any other support?

- 3 Do you serve currently as a member of a **support team for anyone else?** What have you learned from supporting another that can help you in your own business?



PRESENTATION CHECKLIST

CREATE YOUR BLOCKBUSTER STORY

- _____ Share your struggles and your breakthroughs.
- _____ Embrace your uniqueness don't compare.
- _____ Focus on the recovery. Keep in the positive.
- _____ Use words that stimulate the senses.

BE THRILLED TO SELL YOUR STUFF

- _____ Relive an Ah-ha moment.
- _____ Let your passion surface.
- _____ Turn your thoughts to those you are serving. Think of your mission.
- _____ Visualize someone that you have helped and talk *through* the camera.

PREPARE YOUR BODY AND BRAIN

- _____ Consciously connect with your body.
- _____ Assume your powerful stance.
- _____ Find the urgency in your message.
- _____ Have your bullet points ready.

BUILD YOUR MESSAGE

- _____ Get your energy up enough to grab your audience in seconds.
- _____ Follow the template.
- _____ Deliver your best stuff (your “Shiny fruit!”)
- _____ Have a strong call to action.

BOLSTER YOUR SUSTAINABILITY

- _____ Use your natural gifts.
- _____ Use your support team.
- _____ Consider the use of a Branding/PR team.

OR

- _____ Get media exposure on your own to take your message out to the world.

Don't forget to share your videos and TV interviews on social media and ask others to share as well!

IMPACT! RESOURCE LIST

This is a *partial* list of my favorite resource books. These works are the ones I buy in multiples, because I give them away. My personal copy of each is likely to be severely dog-eared and highlighted.

Some of the authors I know personally, and some I wish I could sit with for a while. Never the less, these are my go-to's in the genres of positive psychology, understanding human behavior, overcoming fears, improving leadership skills as well as standing out in the marketplace.

I hope you find a few that become your favorites too.

(Listed alphabetically)

Blink, the Power of Thinking Without Thinking by Malcolm Gladwell
Back Bay Books; 1 edition (April 3, 2007)

Cracking the Icon Code by David T. Fagan
On the Inside Press (March 27, 2013)

Cure For the Common Life: Living in Your Sweet Spot
by Max Lucado
Thomas Nelson; Reprint edition (January 3, 2006)

Fearless: Imagine Your Life Without Fear by Max Lucado
Thomas Nelson; Reprint edition (September 8, 2009)

It's Your Time: Activate Your Faith, Achieve Your Dreams and Increase in God's Favor by Joel Osteen
Howard Books; Reprint edition (November 3, 2009)

Positive Intelligence: Why Only 20% of Teams and Individuals Achieve Their True Potential AND HOW YOU CAN ACHIEVE YOURS by Shirzad Chamine Greenleaf Book Group Press (April 2, 2012)

Power of the Herd: Building Social Intelligence, Visionary Leadership, and Authentic Community through the Way of the Horse by Linda Kohanov New World Library;
1 edition (February 15, 2013)

Purpose Driven Life: What On Earth am I Here For?
by Rick Warren Zondervan; Spl Anv edition (October 23, 2012)

Start With Why , How great Leaders Inspire Everyone To Take Action by Simon Senek Portfolio (October 29, 2009)

The Art of Seduction by Robert Greene
Penguin Books (October 7, 2003)

Think and Grow Rich by Napoleon Hill
Tarcher; Revised & enlarged edition (August 18, 2005)

The Happiness Choice: The Five Decisions That Will Take You From Where You Are to Where You Want to Be by Marilyn Tam Wiley; 1 edition (February 14, 2013)

Words that Work: It's Not What You Say, It's What People Hear by Frank I. Luntz Hachette Books;
Reprint edition (August 5, 2008)

ABOUT THE AUTHOR

Sandra Dee Robinson is a well-known daytime actress, TV and Radio Host, Product Spokesperson, wildlife advocate, CEO and Founder of Charisma on Camera Media Training Studio and Horsepowered Leadership Training.

Sandra Dee is under great demand as a coach, consultant and speaker for companies, entrepreneurs, authors, celebrities and well-established experts to help them develop their most powerful personal presence and leadership communication skills. She has appeared in major roles on *Another World*, *Sunset Beach*, *Bold and the Beautiful*, *General Hospital*, *Days of Our Lives*, *The Bay* and guest starred on many prime time shows and films. She attributes her consistent success in this challenging industry to the lessons she now has honed into effective group trainings and seminars.

Secret struggles with extreme shyness during the earlier years of her career were sometimes debilitating, especially when called up on to “be herself” as a host, speaker or spokesperson during live events. This drove Sandra on a quest to overcome the phobia of public speaking and presentation. She immersed herself in studying industry experts and became master-certified in many teaching modalities and presentation techniques herself along the way.

She is driven to empower her clients with the knowledge of the incredible gifts God has given them so they may get their message out, and make the impact in the world they are designed to create.

To inquire about upcoming workshops or book Sandra Dee to speak or keynote for your organization, send your request to info@CharismaOnCamera.com or call 877-605-3322 www.CharismaOnCamera.com.

