

MASTERING VISIBILITY WORKBOOK

Module 12

**VIDEO
CONSTRUCTION**

OWN YOUR POWER

1

The Queen is meant to rule the realm. She is the consummate **INFLUENCER**, meant to **INSPIRE** others with her leadership. What areas do you have "AUTHORITY" in, how can you share this with the viewer?

EXAMPLES:

- Having a strong opinion FOR or AGAINST something- making a declarationSharing your knowledge of teaching & techniques
- Speaking up about a situation wherein your power was diminished by others or yourself
- INSPIRE them with a story of how you OVERCAME something to inspire them into action

3- ways I can inspire the audience with a personal trial, tribulation, or triumph:

LOVING THE CONNECTIONS

2

As a Lover Archetype, you are a natural caregiver. This sometimes comes at the expense of your own self-care. How can you **ENGAGE your audience in a conversation and entertain them?** You are meant to inspire LOVE for themselves and each other!

EXAMPLES:

- Show them you in the middle of a self-care routine
- Ask them questions about themselves, call out specific viewers
- Share your experiences of loving yourself and the results, include images

3- ways I can show my audience love:

SHARE YOUR MAGIC

THE MAGIC OF THE ALCHEMIST IS POWERFUL & TRANSFORMATIVE

3

What **EXPERIENCES** of your magical **TRANSFORMATIONS** can you share with the audience? You don't have to have the process, technique, or transformation completed, the magic is in sharing the journey with your viewers!

EXAMPLES:

- Guided meditatoin
- Singing/music
- Art - create & share
- Express emotion (energy in motion)
- Channeling

3- ways I can give my audience an experience:

OFFERING YOUR INSIGHTS

4

As a Sage, it is your innate sense of 'knowing' that is of value to others. What message are you being called to share? You **EDUCATE** others about other realms, possibilities, and stepping into their full potential.

EXAMPLES:

- OLD WAY/NEW WAY - share an example of an old way people do something and then give them a taste of your 'knowing', invoking the NEW WAY of doing it
-

3- ways I can share my wisdom with the audience:

CALL TO ACTION

After you have outlined your video content, practice with your action partner constructing and speaking out loud your CTAs:

ASK- what can you ask the audience that is relevant to your video content?

ACTION - what action can you ask them to take that is congruent with your video content?

ACQUIRE- what information do you want to ACQUIRE from them, what will you give them in exchange?
