

Your Journey to Online Video Charisma

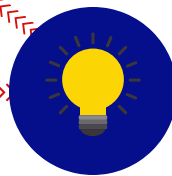
A Simple Road-map

Graduation!



Section 6: USING Your New Skills!

- 4 Types of Business Video
- About Me & Affinity
- Policy and Authority
- Expert Positioning
- Networking & Relationship

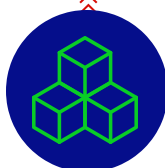


Section 5: Tips & Tricks

- Getting Rid of "UM"
- Titles That Grab Attention
- What to Say to Start Your Video
- The Truth About Teleprompters
- Busting Through Overwhelm

Section 4: Structure

- How to Outline Your Video
- Hook
- Tag
- Framework
- Yes Factor
- Call to Action



Section 3: Voice

- Reclaiming Your Voice
- Vocal Bad Habits
- Grounding and Centering
- Vocal Warm Up
- Vocal Variety
- Vocal Section Recap

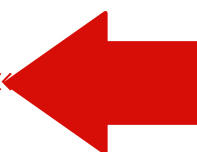
Section 1: Focus

- What Focus IS
- Why It Matters
- "Name & Re-frame"
- Define the Relationship
- Tame Imposter Syndrome
- Give Your Gift



Section 2: Energy

- Tame Nervous Energy
- Charisma Components
- Authority Enhancing (W.O.W.)
- Not About You (Warmth Intro)
- H.E.L.P. Warmth Technique
- Warm Hand
- Warm Eyes
- Warmth Lean
- Warm Smile (Pleasure Crinkle)
- Energy Matching
- Physical Warm-up



Introduction & Intention

- Welcome & 1st Action Challenge
- Meet Mari
- How The Course Works
- "But What If...." (Common confusions & Objections)

Authentic Confidence & Charisma for Talking Head Video Handouts & Homework Checklist

For your convenience, here is a quick list of the handouts and action challenges from the class. Details on the action challenges are in the video lessons. Please note, not all lessons have handouts.



Introduction

- Action Challenge: Class "Before" Video: *How I Want To Use Video and What I Hope to Gain From This Course*



Focus Building Block

- Focus Worksheet: *Your Video's Purpose*
- Focus Lesson Idea Recap: *The Paradox of Purpose*
- Focus Lesson Idea Recap: *Name and Reframe*
- Focus Worksheet & Activity: *Identifying Your Ideal Viewer*
- Focus Worksheet & Activity: *Imagine Giving Your Gift*
- Focus Section Noticing Opportunity: Watch Deborah Frances-White Charisma vs. Stage Fright <http://bit.ly/Fstagefright>
- Focus Section Action Challenge: *Two Minute "Explainer Video" and Practice Checklist*



Energy Building Block

- Energy Worksheet & Activity: *Calming Nerves with Belly Breathing & Power Poses*
- Action Challenge: *Watch 1-3 Minutes of Video of a Presenter You Enjoy, And Then of Yourself, With The Sound OFF*
- Energy Lesson Idea Recap: *W.O.W. Method for Enhancing Authority*
- Energy Worksheet & Activity: *Warmth and Connection Exploration*
- Energy Lesson Idea Recap: *H.E.L.P Method for Enhancing Warmth*
- Energy Section Noticing Opportunity: Watch Deborah Frances-White: *Charisma versus Stage Fright* <http://bit.ly/Fstagefright>
- Focus Section Action Challenge: *Two Minute "Review Video" Using a Physical Warm-Up*

Authentic Confidence & Charisma for Talking Head Video Handout and Homework Checklist



Vocal Building Block

- Action Challenge: *Listen to 1-3 Minutes of Video of a Presenter You Enjoy, And Then of Yourself, Without Looking at the Video*
- Action Challenge: *Try the vocal warm-up process 2-3 times and simply notice how it feels in your body and your voice.*
- Vocal Section Noticing Opportunity: Watch Julian Treasure *How to Speak So That People Want to Listen* <http://bit.ly/JTlisten>
- Voice Section Action Challenge: *Create a two Minute "This Inspires Me Video" Using a Vocal Warm-Up*



Structure Building Block

- Structure Lesson Idea Recap: *Examples of Frameworks*
- Structure Section Noticing Opportunity: Watch Brené Brown: *Why Your Critics Aren't The Ones Who Count* <http://bit.ly/NoticeBrown>
- Structure Section Action Challenge: *Create a two Minute "Tip or Trick Video" and share it publically on social media or on your website.*



Using Video To Grow Your Brand or Business

- Action Challenge: *Choose your style and topic for your "After Video" or class graduation video.*



Recap, Wrap Up and GRADUATION

- Action Challenge: *Complete, and share publically, your After Video and congratulate yourself for completing this course!*