



THE 5 MINDSET SHIFTS
YOU NEED, TO MAKE
DROOL-WORTHY VIDEOS

by

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A CHANGE IS GONNA COME

Hey VideoStar!

You've got some powerful transformations in the works here.

It's time to roll up your sleeves and open your mind to approaching videos in a whole new way.

Head on down and rock these exercises + share your ah-hahs in the group.

And as always...

Dream up,



Sarah Michelle Brown
Your Virtual Video Director



YOUR TOP 5 PICKS

Part 1

When you're making videos, it's handy to know about what your fear is protecting. This could be anything from your weight, to the colour of your skin, to dealing with a loss, to protecting your privacy, etc.

What parts of yourself (mind/body/spirit) are worried about this leap into making videos?

Below write down your top 5 vulnerabilities; the parts of yourself that you want to protect from criticism:

1.

2.

3.

4.

5.



YOUR TOP 5 PICKS

Part 2

The flip side to making videos is that **it's also an opportunity to SHINE your strengths proudly to the world (and to your dream clients).**

What parts of yourself (mind/body/spirit) are you *excited* to share with the world? Is it your message, your compassion, your talents, your style, your sense of humour, your skills, etc?

Below, write down your top 5 strengths; the parts of yourself that you **WANT** the world to see:

- 1.
- 2.
- 3.
- 4.
- 5.



WRITING EXERCISE

What's the WORST that could happen?

When you DARE to be BAD in your videos, you open up the possibilities of what *could* happen.

Take a quick moment to write down the things that you *fear* could happen *letting go* of that inner-perfectionist:



WRITING EXERCISE

What's the BEST that could happen?

As I said, when you DARE to be BAD in your videos, you open up the possibilities of what *could* happen.

That's the GREAT stuff too. Like being spontaneous, showing your vulnerable side, laughing, letting go.

Take another moment to write down some of the *super awesome* things that could happen by *letting go* of that inner-perfectionist:



NOTHING COMPARES 2 U

Nothing Compares 2 U is more than just a song from the '90s.

It's a state of mind.

When you first get started making videos, the ol' Comparisonitis kicks in BIG time (*"oh, that person's videos are soooo much better than mine"*).

So let's *counter* that mentality with a LOVE-IN.

I'm giving you a WHOLE page to write about things that are AWESOME about YOU.

Return to that page whenever Comparisonitis is rearing its ugly head, and remind yourself of your own unique beauty, gifts and skills.

Now, when you write down your LIST OF AWESOMENESS, I want you to put EVERYTHING in there that you can think of. Big, small, silly, quirky, pile it on.

AND if you get stumped, for virtual BONUS POINTS, ask loved ones to tell you about all the super cool things that they dig about you, and add those goodies to the list.

Okay, dive on in and have FUN with this.

(Literally, like, my Aunt was suuuuper proud of her toes. They didn't touch each other, naturally, and were *perfect* for applying nail polish.)

Really, truly, allow yourself to play!!!



LIST OF MY AWESOMENESS



TIME WARP CHECK LIST

FOR YOUR PRACTICE VIDEO MISSIONS:

It's time to create a go-to resource to use when the fear of the possible future outcomes + the past criticisms make you super scared while you're in front of the camera.

It's time to brainstorm ways to help get your mind back into the present moment!

Some quick examples include: go for a walk, play music, dance, sing, meditate, yoga, bring a friend, a colleague or a family member in front of the camera with you (yep this includes pets, lol).

List as many possible actions that may help relieve your specific form of Time Warp stress, as you can think of:



THE BROAD STROKES OF YOUR AUDIENCE

It's time to get a *bit* clearer about who you want to connect with through your videos.

Since you're not going to try to please everyone (right?), use this space below to *quickly* jot down your *first thoughts* of *who* the people are that you're talking to.

Keep it suuuuper simple here. Think: traditional "customer avatar" stuff, such as age, gender, simple pain points (we go MUCH deeper in a later module).

Okay, who do you want to talk to through your videos:



*Be sure to share your
questions and ah-hahs in the
Facebook group!*