



# YOUR LOVE LETTER

by

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# CREATING CONNECTION

***Hey VideoStar!***

Some of the “It” Factor secret sauce lies in your ability to connect to your tribe on a heart level.

Rock these exercises and discover the specifics of how you can build a connection to your peeps through the camera.

*Do it up buttercup!*

And as always...

Dream up,

*Sarah*

Sarah Michelle Brown  
Your Virtual Video Director

# GETTING ACTIVE

This list of ACTION WORDS give you clues to what your videos are *really* about. Notice which ones speak to you.

To accelerate	To bless	To empower
To accept	To boost	To dazzle
To acclaim	To brighten	To defend
To accommodate	To calm	To develop
To acknowledge	To captivate	To distinguish
To activate	To centre	To educate
To admire	To champion	To elate
To adopt	To charm	To electrify
To advise	To cheer	To elevate
To affect	To cherish	To emancipate
To aid	To coach	To empower
To alleviate	To comfort	To enable
To align	To commend	To enchant
To allure	To compliment	To encourage
To animate	To congratulate	To endorse
To applaud	To correct	To energise
To arouse	To council	To enliven
To arrest	To cradle	To enrich
To assist	To cue	To entertain
To attract	To cultivate	To entitle
To authorise	To defrost	To equip
To awaken	To delight	To excite
To award	To drill	To exhilarate
To balance	To ease	To father
To beckon	To electrify	To feed
To bewitch	To embolden	To fire up

To flatter	To level	To relax	To toast
To focus	To lighten	To release	To toughen
To foster	To manage	To relieve	To train
To free	To massage	To relish	To transform
To freshen	To meet	To remedy	To transport
To fuel	To mesmerise	To renew	To treasure
To galvanize	To mother	To rescue	To trumpet
To grant	To motivate	To revere	To unburden
To greet	To move	To reward	To unchain
To groom	To nurse	To romance	To unite
To ground	To nurture	To salute	To uplift
To guide	To nourish	To savour	To unravel
To hail	To organize	To school	To untie
To heal	To orientate	To serve	To urge
To hearten	To parent	To settle	To validate
To help	To permit	To serve	To value
To hold	To please	To shape	To warm
To honour	To polish	To shield	To wash
To host	To praise	To soothe	To wean
To hug	To prize	To spark	To welcome
To ignite	To proclaim	To squeeze	To woo
To impress	To promote	To steer	
To incite	To prompt	To stimulate	
To include	To protect	To stir	
To indulge	To provoke	To stoke	
To inflame	To push	To strengthen	
To influence	To qualify	To stretch	
To inform	To raise	To support	
To inspire	To rally	To sweeten	
To instruct	To ravish	To tantalize	
To intoxicate	To reassure	To teach	
To intrigue	To receive	To tempt	
To invigorate	To regenerate	To thank	
To invite	To reinforce	To thrill	



Now pick out 10 ACTION WORDS from the list that resonate with YOU.

Make sure they relate to what you want to GIVE your dream clients energetically, through your videos.

1.

2.

3.

4.

5.


6.

7.

8.

9.

10.



**SAY THOSE ACTION WORDS  
TO YOURSELF  
*BEFORE* YOU PRESS RECORD,  
TO REMIND YOURSELF WHAT  
YOU'RE *GIVING* YOUR PEEPS,  
THROUGH THE CAMERA.**



# Writing Exercise

## Your Love Letter

It's time to burn some candles, grab a tea and write a lovely note to your dream client.

This is all about incorporating what you've learned about her through her Ordinary World and her inner-monologue and adding in what action you want to GIVE her.

Let her know that you see her specific hopes, fears, pains and dreams, that you value her journey, and include how you're going to help her.

Go deep, give love, and help her feel understood and seen:

*(more space on next page)*



*(cont'd)*

*(more space on next page)*





*(cont'd)*

*(more space on next page)*



*(cont'd)*



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