

VO ATLANTA 2021
Get Out Of Your HEAD!
with Elaine Clark



Discussion: Get out of your head and into your body so the message is delivered truthfully from your heart and gut.

Reprogram Your Reads:

1. Create separate roles for the mind and body.
2. Analyze the script. Then, react and feel!
3. Add your personal history.
4. Opinion = Authority.
5. Incorporate the Rule of Three!
6. Be specific.
7. Never sell!
8. Define the message and wear the character's "clothes."
9. Find the "schwing."
10. Trust yourself.

Example script:

I love Ikea. Ikea's great. I really like the styles and prices at Ikea.



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