

Video Content Ideas

I. Awareness/Basics of Science of Charisma Program and Book

- Charisma
 - What is Charisma? Why is it important? How can you get it? Can Charisma be learned? How is Charisma a science?
 - Link to Charisma assessment
- 3 Tips to Improve Approachability
 - Teaser - Science of Charisma: Charisma's Core coming soon!
- 5 Factors of Significant Stuff
- Science of Charisma ad for workbook and program (1-2 minute version and 30 second version)
 - For Google and YouTube ads
- 3 Ways to Keep Them Talking About You
 - Link to blog post and website
- 5 Ways to Create Immediate Rapport
- The Power of Esteem
- Stuff, Story and Audience

II. Features/More In-Depth Details Behind the Science of Charisma

- Why being cheap becomes expensive (pg. 16)
- The flip-side of weaknesses (pg. 20)
- Experience (dirty bathrooms, long lines in New York) (pg. 25)
- Awareness vs. affinity (pg. 40)
- Focused vs. unfocused audience (pg. 44)
- Crafting simple clarity in story (pg. 59)
- Creating rapport from affinity (pg. 73)
- Interview style
- Every Piece of Art Has 3 Components
- 3 Laws of Human Nature Affecting Every Decision, Every Handshake

III. Demonstrations/Guests

- Have clients who've completed the program on as guests to talk about results
- Current clients can work through a piece of the program on video to demonstrate its effectiveness
- Host influencers to talk about Charisma, how Science of Charisma helps, as well as to talk about their own programs/services
- Don't sell Snuggies - don't use infomercial tactics unless you're wanting an infomercial