



BUILDING YOUR
TRANSFORMATION
TOOLBOX

by
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FINISH STRONG

Hey VideoStar!

I can't believe that it's Day 5 already!

It's been *wonderful* seeing all the ah-hahs, baby steps and big leaps in the group.

Video is a *beautiful* way to reach through the camera lens and help someone who is struggling with something.

You transform your clients in ah-mazing ways and video can be another powerful tool in your Transformation Toolbox.

Making awesome videos and getting comfy on-camera is a process and you've already done what most Fab-preneurs NEVER do...

You've started the adventure.

Time to dive in and FINISH STRONG!

And as always...

Dream up,



Sarah Michelle Brown
Your Virtual Video Director



Writing Exercise #1

Since making videos is *actually* about the people you're reaching out to (your dream clients), let's dive into what *they* need from your videos.

First up write down *why* your dream client hires you. What's hurting? Why do they need your help:



Writing Exercise #2

Now comes the fun part, write down how you show up for your clients when you work with them. What kind of energy do you use:



Writing Exercise #3

Last but not least, explore what you can *energetically* give to your dream clients through your videos to help them with their problem:



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