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Falling in Love... (with the camera)

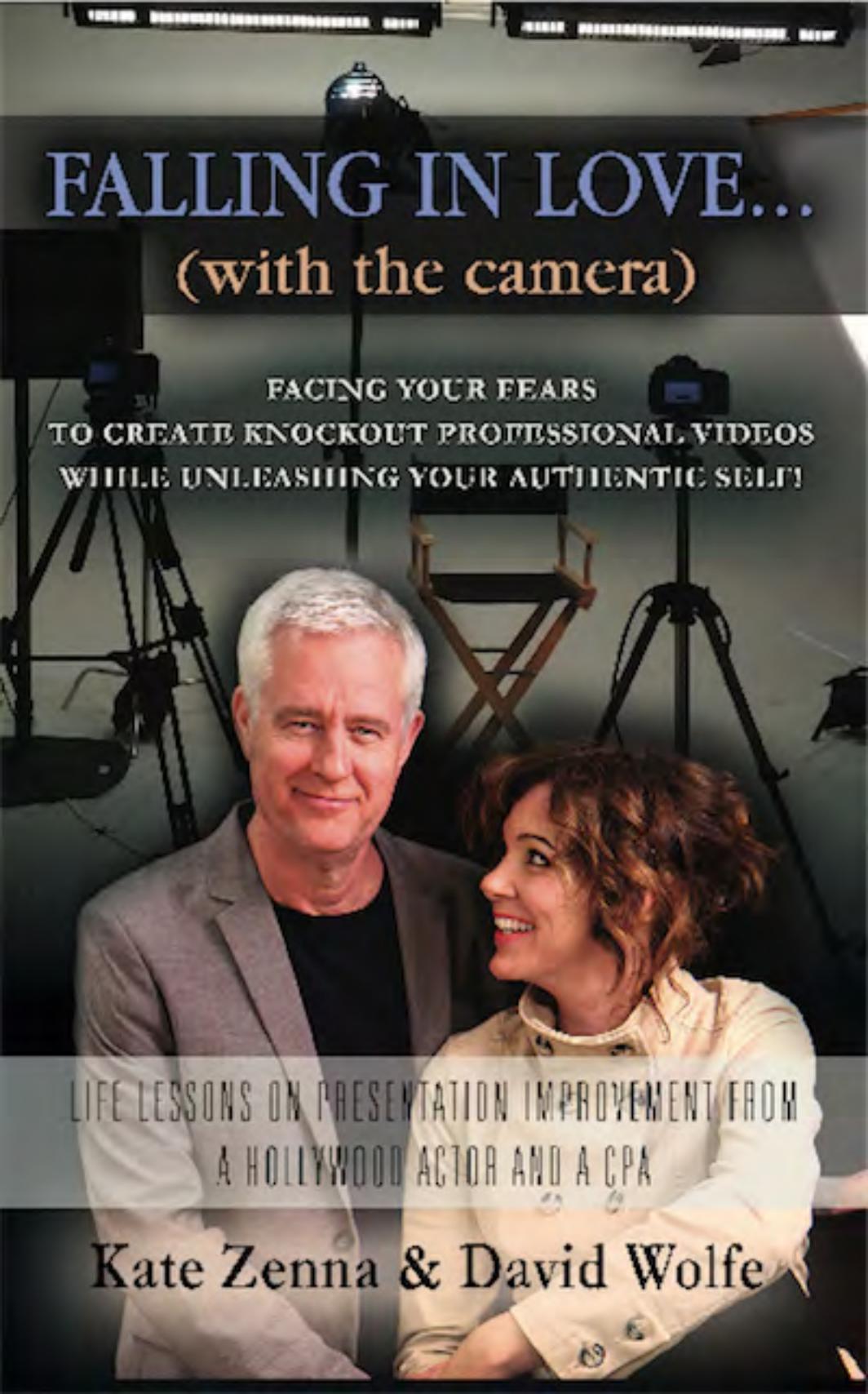
by David Wolfe and Kate Zenna

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A man with short grey hair, wearing a grey blazer over a black t-shirt, stands next to a woman with curly brown hair, wearing a light-colored button-down shirt. They are both smiling and looking towards the camera. The background is a studio with several cameras on tripods and a director's chair.

FALLING IN LOVE...

(with the camera)

FACING YOUR FEARS
TO CREATE KNOCKOUT PROFESSIONAL VIDEOS
WHILE UNLEASHING YOUR AUTHENTIC SELF!

LIFE LESSONS ON PRESENTATION IMPROVEMENT FROM
A HOLLYWOOD ACTOR AND A CPA

Kate Zenna & David Wolfe

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while unleashing your AUTHENTIC SELF!

Kate Zenna and David Wolfe

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Praise for Falling in Love... (with the camera)

“Having worked with Kate Zenna during the filming of our family legacy movie I can personally attest to what David and Kate have written in their new book. Kate has the ability to just know what needs to be done to bring out the best of somebody on camera. My four brothers and I are very different people. Kate was a chameleon who changed to the unique needs of each of us. She is funny, insightful, and a consummate professional.

If you are nervous about appearing on video I would recommend two things: one, buy this book and two, hire ZennaWolfe to help you through the process. They handle all of the heavy lifting and they are a lot of fun to boot.”

*Alison Winter
CEO – Braintree Holdings, LLC
CEO – Gracious Exit*

“I have had the pleasure of both reading this terrific book by Kate and David, AND of working with them in the studio to create a video business card for my mortgage loan business. Everything that Kate talks about in the book is true – she used the exact same techniques and strategies when I was in the studio with her. I came in a little tentative and my first few takes showed this. Then Kate Zenna stepped in and brought me out of my shell. She has a great technique in getting somebody to relax in front of the camera and to just, well, have a conversation with her as if we were sitting in a coffee shop. I wished I would have had this book to read before I met with ZennaWolfe team last year. In the book David talks about there being some ‘bravery’ involved in agreeing to come into the studio. I agree

with him – I had to think about whether I wanted to come in before I agreed to do it. I am so glad I did! Kudos to Kate and David. This is a good and an important book.”

*Calvin Jones
Mortgage Loan Professional*

“Kate and David are consummate professionals with the added bonus of being exceptionally wonderful and talented people. I have worked with them both in and out of the studio and have learned so much witnessing the way they do business. This book is rich with wonderful advice about how to work on camera but it also comes with so many incredible insights about living at your highest level, which in turns makes on-camera appearances so much better!

I love their two distinct voices in the book and how both Kate and David share their personal stories of discovering how to perform consistently at the extraordinary levels that they do. Their journeys to this place have been so vastly different and yet there is a common theme in their wisdom about learning to live authentically and trusting that you know what you are doing. We all need these reminders! No matter who you are or what you do, you will benefit from reading this book, and maybe the next time a camera is pointed your way, you can look down the barrel of the lens with confidence. This book will help you do just that!”

*Kathryn Winslow
Actor*

“I had a fantastic experience, and it was a lot more fun than I ever anticipated. It was interesting and I learned a lot. To be honest, I was sort of dreading it before I arrived for the sessions, but afterwards, I’m just so glad I was there. It was comforting having Kate out there interviewing us and asking the questions and smiling at us – just giving us that positive energy. I just can’t imagine that we didn’t improve and feel more comfortable in front of the camera. I would definitely recommend this program. I think that it’s not only a good experience but it’s also a lot of fun, and I feel like I got to know my colleagues a lot better. I got to know them on a different level, which has been very rewarding.

My big takeaway is that when you’re in front of a camera, you feel compelled to speak; but it’s okay to pause, collect your thoughts, smile, and let the camera wait. I felt like the moment I walked into the building that someone has been dotting over me, feeding me, bringing me coffee, fixing my hair and makeup, and encouraging me. It can be very difficult to speak publicly or in front of a camera and any time somebody can get training or additional assistance in that area, I think that makes them a better presenter in front of their clients and prospects.

I wasn’t sure what to expect, but it is a very polished and professional outfit. You come in and there are cameras and people everywhere and you truly do feel like you’re on a movie set. I didn’t really expect that. In fact, my makeup session – I thought they would put some powder on my nose, hand me a script, and move me into a room – which was not what it was at all. Again, it was very polished and professional.”

*Terry Donaldson
Real Estate Professional*

“I’ve had the pleasure of working with Kate and David on most of their productions. I can flat out say that this book is a testament to how they go about their business both in and out of the studio. David runs things outside of the studio where Kate is the CEO once inside the studio walls. Time and time again I have seen her work her magic with clients. They come in nervous and unsure and then there is this transformation that occurs because of her unique ability to laser focus on a person’s fear spot and to address it – usually through humor and always with a lot of loving support. It’s so great that they have created this book and if you look closely you will see that

David has included tidbits of marketing and business mentorship for the reader as well. I would definitely consider David one of my great business mentors and have grown from sitting in on his business ‘lessons’ while in meetings with him at his office. He took time to listen to my production input as well as ideas and helped me focus my own goals with building a business. Those of us pursuing big creative and business oriented goals - are lucky to have a Kate and David on our side! The results are winning!

Run, don’t walk, and buy this book. And once you do think about booking a day in the studio with them. You will not be sorry – in fact it could be a life-changing event for you as it has been for other ZennaWolfe clients.”

*Audrey Henry
Actor and Photographer*

“We wanted to have a family video that would tell the story of our family with memories from all the surviving siblings. We

wanted to capture our stories while we still could and create a treasured memory for our children and the generation after that and the generation after that. ZennaWolfe saw the value of that and saw a way to make that happen, and, basically, Hollywood came to my sister's house and they set up lights and boom mics and cameras in multiple locations. In a couple of days, they captured a lifetime of stories, and it was an awesome experience.

I would totally recommend this to anyone who wants to have a treasured keepsake for their family or give a gift of memories to someone in their family. It's an amazing, amazing opportunity that ZennaWolfe made happen. The professionalism of all the staff is something I'll remember – I have a production background so I can appreciate how personable and patient they were. They didn't get annoyed with me asking questions and they appreciated having someone around that could understand a little of what was going on. That's what I'm going to remember: an opportunity to see how the pros work.

Kate was so approachable and she has a great ability to get different takes on our stories from all the siblings and weave them together to create one unified story. David did a great job overseeing the production. The amount of coordination that was involved in this and the amount of attention to detail is very difficult – I know because I do this for a living. And, it is really incredible the level of professionalism and the level of detail they keep track of. Kudos to both David and Kate.”

*Jim Adams
Professional Videographer*

“Terror and Dread pretty much sum up how I felt before my studio session with Kate. In front of a camera, I typically get nervous and freeze up, forgetting what I’m supposed to say. Fortunately, this experience was nothing like how I pictured it to be!! I was surprised at how natural the coaching process felt. By the end of my session, it was like I was just having a conversation with someone and was no longer distracted by the camera facing me. And on playback, I was shocked at how relaxed I looked on camera, and how it really looked like me. Not some nervous, weird version of myself.

Little did I know that I would immediately notice other "benefits" in my everyday work. I found that leading calls/meetings, presenting and answering impromptu questions in a group was easier. I'm much better at it now. Kate taught me to host the party. Changing my mindset to being a good host has transformed how I lead or present. People seem to actually WANT to participate! Talk about a confidence booster. I've learned to embrace the "pause" instead of filling silence with annoying or awkward words. I use the pause to my advantage now. These are just a couple of examples of what this experience has done for me. Bottom line, this is powerful, transformative stuff!! If an introvert like me can see the difference, you can too!”

*Amy Beesley
Technology Consultant*

“My day in the studio was amazing. I liked the team building aspect – it was great to be together with a group of my colleagues. And it was a new experience. I think we gained a

couple of tricks, tips and techniques, and I'll definitely remember to host the party.

What I took away from the session is that we all say "um", "uh" and "you know" too much and, instead, it's better to have some pauses. Your audience doesn't know what you're thinking, so you can have a short pause and an inflection point, which doesn't have to be a bad thing. The other thing I took away is "hosting the party", which means – if you're speaking – it's your show and your audience should feel comfortable like they would at any gathering at your house."

*Greg Roberts
Software Professional*

"I am incredibly excited to be writing a testimonial for Kate and David's book because I am in the midst of shooting both a video business card and informational videos with them right now. What I find beautiful now is working closely with Kate in prepping, structuring, and shooting my videos. For me, the process was a little like unpeeling an orange. Initially my approach was direct and succinct, the way I would handle a business deal.

What Kate did was take my ideology and thoughts - promoted a lot of back-and-forth communication – which enabled me to anticipate the succulent fruit of the creative interaction. Together we laid the foundation so that when I sat in front of the camera - she and I discussed the content in my own words – I became familiar and completely comfortable with what I had to say. During thirty-plus years in the corporate media world I was involved in writing plans, presentations, and

Kate Zenna and David Wolfe

sat through hundreds of brain storming sessions during which structure needed to be set and then acted upon. I can honestly say I can count on one hand how many times we were successful. Kate gathered information, brain-stormed, set structure, and got me where I needed to be quickly and easily. I felt invigorated, satisfied, and confident! I can't imagine using another company to shoot my videos. They brought out the true me and who could ask for anything more!"

*Susan Sanford
Real Estate Agent*

Acknowledgments

Special thanks to Maggie Wolfe who, while managing to extricate herself from working with David on his videos, did yeoman's work in the evenings and weekends proofing this manuscript and working with the publisher to insure its completion. Thanks, Puppy.

We have been blessed to have such amazing crews at our Los Angeles and Dallas studios. To our productions crews, thank you so much for your trust in us in the beginning and your patience in our rookie-ness. Two people in particular deserve special mention: Audrey Henry (who took all of the photographs for the book) and Robert Murphy. Both of these special people are very active in the entertainment business but can be counted upon to move mountains to work on our projects. They are family to both of us.

There are many people who have helped us in setting ZennaWolfe on such an unbelievable trajectory from the get-go. But the credit goes to the Brave Ones. Our clients. These strong and terrific people who had the bravery to put their trust in ZennaWolfe. You know who you are and we thank you.

Kate Zenna Acting Credits

With over twenty major film and television credits to her name, Kate Zenna has established herself as a versatile and noteworthy actor in both the American and Canadian entertainment markets. During her coaching sessions of non-professional on-camera talent, Kate draws upon the experience she gained while shooting 40+ episodes of network television series and numerous films and TV movies. Her work opposite many world class movie and television stars has deeply influenced how she works with private clients and how she leads the ship at ZennaWolfe Media. Some of the stars she's played opposite include: Timothy Hutton, Susan Sarandon, William Hurt, Matthew Modine, Rob Lowe, Rob Morrow, Mena Suvari, Annabeth Gish, Jon Stamos, Balthazar Getty, Calista Flockhart and Garry Marshall.

Here is a partial list of Kate's acting credits:

Films and TV Movies

Sex and Lies in Sin City (Lifetime), Director Peter Medak

Ramona and Beezus (Fox 2000), Director Elizabeth Allen

Soldier's Girl (Showtime), Director Frank Pierson

Ice Bound (CBS)

Master Spy: The Robert Hanssen Story (CBS), Director Lawrence Schiller

Love is Work, Director Johnny Kalangis

Chicago (Miramax), Director Rob Marshall

Sealed with a Kiss (CBS), Director Ron Lagomarsino

Jack and Jill (Alliance Atlantis), Director Johnny Kalangis

Television

The Fosters (ABC Family)

Extant (CBS)

Port Hope (CBC)

I'm in the Band (Disney XD)

Eleventh Hour (CBS)

Brothers and Sisters (ABC)

Queer as Folk (Showtime)

Puppets Who Kill (Comedy Network)

Train 46 (Global)

Zoe Busiek: Wild Card (Lifetime)

Street Time (Showtime)

A Nero Wolfe Mystery (A&E)

Twice in a Lifetime (PAX)

Books by David Wolfe

Software and Vendors and Requirements, Oh My! – A Project Team's Guide to Evaluating Business Software

*Lessons From the Technology Front Line: Out of The Trenches
Advice from a real estate software mercenary to help take
the fear and risk out of your migration from one major
software platform to another*

*Marching to the Beat of a Different Drummer - Lessons
Learned During a Professional Life (and discovering the
business I was REALLY in along the way...)*

*Out Front: Business Building Strategies from Frontline
Entrepreneurs (Contributor)*

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Introduction

By David Wolfe

My story begins in October 2007. I attended a marketing conference in Tampa Bay and one of the many lessons I took away from that conference was the notion that if you were the Founder or President of a company, then you needed to be the focus of all of the marketing and sales efforts. I was told I should be writing books, being interviewed, and being the centerpiece of our website...and I should be making videos. I had been studying a really, really good marketer and attorney named Ben Glass who used videos on his website to give away free important information to prospects who were interested in understanding their rights if they were involved in a car accident. (In most states lawyers cannot advertise but there is nothing that said they couldn't give away information and show their expertise. Smart.) I liked that tactic for my software consulting firm, Lupine Partners. There is a lot of fear and anxiety that goes with a software migration and I saw this type of educational video as an excellent opportunity to dip my toe into the video-making waters.

And so it began...little did I know of the frustration and humiliation to come. Nor did I have any idea that I would meet my future business partner because of this decision. And I certainly didn't know that Kate and I would create a company that specialized in on-camera performance. Or that I would become a Producer on film projects for a myriad of clients working hand-in-hand with Kate on set. Me?

I started my software consulting firm Lupine Partners in 1993. Thinking back, I didn't even know what marketing was. I certainly had no strategy around obtaining clients. I just sat around and waited for the phone to ring – which fortunately it did for quite a number of years. Until it didn't anymore – thus the need to attend the Tampa Bay conference. My sixth sense told me I was going to go out of business unless I took matters into my own hands.

I must say I was not particularly looking forward to making these educational videos. I didn't start working on the videos until about six weeks after the Tampa Bay conference. I remember it was between Christmas and New Year's. I was two months away from turning 50 years old. The anxiety I felt was around how I would be perceived by others – particularly my competitors. As I sit here and write this I am just shaking my head. Man, I have come a long way. I couldn't give a damn now what they think about me. Truly. But back then, for some reason, it was a big concern for me. And then there were friends and family. I didn't know it then (and still didn't know it until Kate knocked some sense into me years later), but I was also unwittingly pulling myself down to be like other people. Not being my authentic self – and part of my authentic self is 'going for it'. I had some childhood belief issues around 'not getting above your raising'. Not getting too big for your britches type of mindset. Before I even sat down in front of the camera, I had all sorts of issues that I didn't even know I had.

So, I went out and purchased a video camera. A nice one. And a tripod. Didn't think about sound. (Who knew?). It was finally the night to record my videos. What to wear? Well, a coat and tie of course. Know this – I NEVER wear a tie. Never. Good call, Wolfe – let's go create videos that go out into the

world with you being as inauthentic as you possibly could be. This was the first of many, many mistakes I would make in front of a camera. And the mistake was this: Trying to be what I thought people expected me to be rather than being who I am.

I set up the camera on the tripod. Just me. Didn't need any help. How hard could all of this be? Back and forth I would go. Sitting down and then getting up to look in the camera viewfinder. Problem: I couldn't see myself in the viewfinder because I was behind the viewfinder. It never occurred to me that it's, at minimum, a two-person job. So, I would use my remote control to record myself for a few brief seconds to make sure I was positioned correctly. Finally – had it just right. Time for my first take! (I was CERTAIN I would be able to do all of my videos in one take. I read that's how Frank Sinatra did it when he was filming *The Manchurian Candidate* in the early 1960's. How hard could this be?)

Ready... Action! “Hi, I'm David Wolfe.....” Complete and utter silence. F-word! It felt like the room was getting warmer. I got up and went and played back that three seconds of video so I could watch myself. Horrors. I looked like I was being held captive (more on the ‘Taliban’ videos later in the book). Okay – that was an anomaly. Let's jump back on that saddle. Second and third take were exactly the same. Beyond knowing my name and starting with a greeting (deciding that ‘hello’ was better than ‘hi’), I had nothing. Nada. Zip. Complete and utter choke artist. I actually talk to people all day long. I'm good at it. Witty. Considered profound by some. Deep. But this plastic box was really kicking my ass!

By the fifth take I got beyond my name, rank, and serial number. Who knows what I said – but I do remember what I felt

and that was the dripping of sweat down my back and under my arms. (Uh, wearing a coat and tie...) I decided to call it a night. I went and took the camera off the stupid tripod and took everything upstairs to the office closet.

I didn't try again for six months.

If you are reading this book, and even though I don't know who you are you are, I know this: You are probably similar to me. I am not an actor. You aren't either...probably. My guess is you have a tale of woe around making presentations or standing on stage in front of a bunch of people, or maybe even 'going around the room' and introducing yourself. I'll bet you are not crazy about being in front of a camera – and I'll bet if you do happen to get captured on video that you don't come across like your 'normal self' or that you are happy with your appearance.

Well, that's how I was until the powers that be had decided that they had had enough of my nonsense and decided to introduce Kate Zenna to me. Of the many good and wonderful things that have come from our partnership, the first and the biggest was her ability to clean up my act in front of the camera. And it didn't take that long – just a few nips and tucks during a day of filming.

If she can fix me, then she and her posse of working actors can fix you. And that's why we have written this book together. To fix the other David Wolfe's out there. I'm hoping this book will change your life like Kate changed mine. Or at a minimum, give you the confidence and the tools to begin filming yourself.

Maybe even teach you how to fall in love... (with the camera).

Part I

Why All of This is Important

“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.”

Ralph Waldo Emerson



Chapter 1

The World Has Changed

By David Wolfe

The business world HAS changed – I don't know if you have noticed that fact or not.

In the 'old' world people made phone calls and had lunch meetings (in person!) to discuss business. The idea of creating a video for business reasons and (horrors!) putting that same video on the internet was not something a reputable, savvy professional would ever do.

The NEW world is a texting and video world. Apparently, with the exception of me (and you!), nobody seems to read a book any more. Increasingly people get their information by watching short videos. And it's not like this phenomenon is in process – it has fully arrived. It used to be that you gained authority by becoming a published author. That still works but having a collection of business videos is just as valuable in getting you 'street cred'.

But there's a downside to videos - a majority of them are poorly produced and the 'star' of the videos does not come across authentically. There is usually something that is not quite right. You can't put your finger on it but something doesn't feel right. I can tell you what that something is: *inauthenticity*. It's the same feeling you get when you meet somebody who doesn't quite feel on the up and up. You don't know why you feel that way, but you just know something's off.

If you haven't been in front of a camera, you will be. And unless you are from another planet, or are Robert Duvall or Jon Voight, it is going to feel odd, uncomfortable, and unnatural. Because there is nothing natural about talking to a piece of plastic that gives no feedback at all.

But let's just say for the sake of argument that you won't be in front of a camera. Ok, that's a possibility...But you do talk to people, right? Do you have any idea how you come across during a meeting? Or a presentation? Or just one-on-one? How many times do you say "You know", "I mean", or "ummmm"? Do you make a face when you are thinking? Do you look up? Do your eyes light up when you talk? How's your energy level? Is your voice tight and trailing into oblivion? What ties do you have? Oh, you have them, trust me. You just don't know that you have them because you have not given yourself the gift, the permission, to be on camera.

Here's the deal. However bad you look on camera (or how badly you come across in real life), it's fixable and I'm walking proof of that. (More on my story in Chapters 7-9). In this book, Kate and I are going to show you what being authentic means. And your tool for learning is going to be a camera, because as the saying goes: The camera never lies. And you know what? It doesn't.



ZennaLude™

VIDEO IS BIG! HUGE! Like the push button phone, it's here to stay and it will only continue to evolve. Now apps, toys, and platforms seem to pop up daily to allow everyone to be a video star. Most of my professional friends not in the film business have been

bracing themselves and I know quite a few are making like ostriches and hoping it all goes back to 1955. It's more than a cultural shift that has occurred. The world has changed forever. We now pack more informational intake into each minute of our day than we ever have before. We're busy and we need to get seven things done in one minute. I get it. It's just a fact of life now. So, if you can convince a busy person to 'go with you' or your firm in less than a minute by getting a great video in front of them, it's a win-win-WIN. You've saved everyone time. You've also saved a bunch of time if after watching your video they can tell that you're not a good personality fit for them. Phew, right?! Because guess what...they ain't for you either! We are all looking for great clients, and part of that means they need to like us just as we must like them. Video handles that first introduction for both client and professional – and you need to make sure that on video it's really YOU, not some weird, nervous version of yourself!

Part II – David’s Story

“One of the most beautiful compensations in life is that no person can help another without helping themselves.”

Ralph Waldo Emerson



Chapter 7

Looking into the Mirror

By David Wolfe

During our first studio shoot, Kate and I were looking at some of my footage on the playback monitor during a break. I quickly noticed that there was an expression that I would make when thinking or trying to be cute or clever. And I made the face a lot – enough so that at some point Kate paused the playback and said, “What on earth is that face you keep making? Where did that come from? That's not YOU! And it certainly isn't serving you.” This was the first of many times that Kate would mentor me when she thought I was being inauthentic on camera.

What she didn't know at the time was that someone close to me makes the same expression. The same tic. Apparently, I have been doing this for many decades and I picked it up from this person. I NEVER knew I was making the face. After going through this experience with Kate, I asked some of my employees if they have ever seen me make this face. They all answered ‘yes’. Horrors.

Kate, because she is incredibly brilliant and is a monster dragon-slayer in the studio, said it was something I learned to keep myself down. To be self-deprecating. To not ‘get above my raising’ or to be too big for my britches. Which was definitely a lesson from my childhood. Being humble is not a horrible thing, but I did not want to be seen in public with that stupid expression on my face!

So, I decided to go to work on eliminating this from my life. First, I went back and watched all the videos to date. There was certainly more good than bad – but the bad was really bad. I was able to figure out the trigger that would occur in my head right before I made the face. I could manufacture that scenario in my mind and then for six straight Sunday mornings, I practiced not making the face. While I was doing this, I would read positive affirmations that Kate had written to me about how amazing I was and that the world needed for me to shine. And you know what? I broke this habit. I can't even make that facial expression anymore because I completely eradicated it from my being. Every now and then I feel that old 'friend' trying to peek through but he's pretty much been retired to the lower-most basement of my persona.

Here's what's important about all of this: I never would have known how I was hurting myself unless I had seen myself on camera. The camera acts as a mirror. It misses nothing and therefore catches everything. Which is a reason why people hate to see themselves on camera. So why not turn that around and use it as a tool for self-improvement in both your personal and professional life?

Once you have been coached and gone through the studio experience, your confidence is going to skyrocket. And this is true even if you have a lot of confidence. I have long said that I have more confidence than actual talent. But it's even higher since I became partners with Kate. I see it on camera, making in-person presentations, running meetings, and speaking in public. The reason is that I now know EXACTLY how I am coming across because I have seen myself on video so many times at this point. I like THAT David and it shows when I am in professional and personal situations.

Chapter 21

Host The Party!

By Kate Zenna

No matter what you're doing, no matter what you're shooting on-camera, I want to help you realize that the people you are speaking to are coming to your 'party'. So host it. It's that simple.

Hosting the party started with me as an actor because I would constantly go into audition rooms and the people who are making the decision about whether or not I get a job are often a group of people who are busy, tired, and have seen a lot of actors throughout the day. The vibe when I go into those rooms can be really, really unwelcoming. If I let the mood of the room get to me, I will be thrown off. So, instead, I take control of the energy in the room.

For a long time, I would get insecure and thrown off by the bad vibe that was in the room until I realized, "Wait a second, I'm in control of this space." I'm in control of my life. If I walk in and I decide to host the party instead of being a guest at their party, the whole thing changes. So, I give them a vibe of welcoming love and it calms them down – it makes them think, "Oh, what's going on?" Suddenly, I become more interesting to them. I'm more comfortable and having a better time because I'm hosting a party, and I can go quietly about my business knowing that this is my space right here. I am allowing *you* to come into it. I am welcoming you.

So, extending this to you, if you're doing a presentation for work and there are all these people slumped over, on their phones, typing on the computer, and no one really cares, don't take that personally. Shame on them for not having more enthusiasm in their day, but why don't you teach them how to be better? Go in and say, "Hi! Good morning," and proudly and confidently introduce yourself and welcome them to your party.



Who is hosting a better party during this video shoot?

On camera, it's your party, too! You are presumably filming something you want people to watch. So, just like at your party – because you want people to come (and stay!) – you roll out the red carpet to make *them* feel good and loved. You have to do the same thing when engaging people whether that's on-camera or in front of a room. You are welcoming them into your sphere of influence so they'll stay long enough to hear why you've asked them into your life. I hope this resonates with you. It's a trick you can use any time of the day, no matter what you are doing. You can make people want to be around you and to listen to you, whether you are at the grocery store, convincing your kids to eat their broccoli, or luring your spouse into helping you clean the kitchen! (Note: When engaging with

people in person, remember that a huge way to host the party is to ask them questions and be genuinely interested in them. That makes them feel welcome and wanted by you which makes you someone they want to be around.)

Hosting the party is now part of my job description – my *life* description. I constantly go into audition rooms where I have to convince strangers I am the actor who can best capture a character. These decision makers are often a group of people who are tired, bored, stressed that no actor will fulfill a role, and/or they've got a million other things they are working on for the movie. They are often on their computer or phone and heavily distracted. Needless to say, the vibe that greets me can be extremely unwelcoming and it's my job to relieve *them* of having to host the party in that room. Once I started hosting the party in audition rooms, things shifted dramatically (pun fully intended!).



David Speaks!

I use Kate's host the party tip all the time in my software consulting practice – particularly when I am running meetings or giving presentations. By the way – a meeting should be viewed as a presentation. These meetings are mostly held in a client's conference room. I make sure to take the head of the table no matter who is in the meeting – hey, it's MY party! I'm also sure to meet people as they come into the (MY) room. Always with Kate's voice in my head. Host the party. Host the party.

I purposely up my energy as I know this is my Achilles heel. I don't become fake or try to be somebody I'm not. I just act in my normal way but with an intentional addition of two things: One, I host my party, and two, I increase and sustain my energy. Host the party is the most substantial tip I think I have ever received in business.

Once you put this into practice, you will begin noticing how many people DON'T host the party. Kate has counselled all of my software employees on 'party'. The ones who have a monster desire to grow have embraced the technique have said how much more enjoyable and stress-free running their meetings has become. It is an amazing mental trick that can be used in all aspects of your life.



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