

INFLUENCERS: ENTREPRENEURS PROFILE

This is an outline of your episode and the specific questions you will be asked during your video recording. Please read through this, and take some notes on how you want to respond to each of the questions. Ted, the Lead Producer, will work with you to develop your responses and make sure we capture the highlights of your message, your mission, and your story as eloquently as possible.

General Structure:

Each episode of *Influencers* is 22 minutes long and divided into 3 segments.

Segment 1 (7 mins)

Introduction

1a. Your Mission

1b. Your Insight/Innovation

Viewers learn what you do, why you are on a mission, and what you do that is different from the “conventional wisdom”. Also, what education/mentors did you have that led to your unique insight/approach. Basically, we need to capture viewers’ attention by making them feel they are getting secret, inside information that is valuable.

Segment 2 (7 mins)

2.a Origin/childhood

2b. The Challenge

Viewers learn about your early life. How did people and circumstances (parents, family, teachers) shaped you as an adult entrepreneur. Then, we discuss how you encountered some adversity, a life-changing challenge and how this shaped your mission. This brings a sense of personal drama and urgency to the episode.

Segment 3 (7 mins)

3a. The Turnaround

3b. Success

3c. Your Vision

You describe how you overcame the challenge, what you learned and how you dedicated yourself to your professional mission, built success, and your vision of the future. Meant to be inspirational and showcase your expertise.

Segment 1a: Introduction to You and Your Mission

The goal of Segment 1a is to evoke a sense of your authority and innovativeness as the Main Character (MC) of this episode. We want viewers to have extremely powerful responses of respect, admiration for you, a sense that you are presenting something *new* and *unexpected*, and that your knowledge can impact their lives.

This introduction of you, the MC, should contain statements like these:

1) Clear statement of mission of MC and your company.

"The real mission of _____(your company, mission, etc) is to...."

2) A short summary of the problem you are trying to address.

"Most people don't really realize _____*they lack the specialized knowledge you have- and they suffer for it*_____"

2a.) How your insight/knowledge is innovative.

"Right now, the industry is based on _____ *some outdated belief*_____. My approach is totally different because _____ *concise statement of innovative approach*_____."

3) A statement about why this is personally important to you.

"I'm so passionate about helping these people because I, myself suffered from..."

"I see how my work can really change people's lives..."

4) An emotionally moving statement about why this work is so important.

"When you are able to help someone turn their life around...you feel so incredibly gratified, and hopeful..."

"When you consider how many people suffer from..."

These are the questions you will be asked on camera during your video recording of Segment 1a:

- What is the mission of you and your company? (needs to be precise, clear, succinct)

- What is the problem you/your company addresses? (General, succinct, as we will get more detailed info (facts, stats) later in this segment).
- What happened in your life that made so so concerned about this issue? (Again, very general, 30 second overview. Details are expanded in Segment 2)
- Why do you do this? How does it feel to help others overcome this challenge?

Segment 1b. Your Innovation

The main goal of Segment 1b is to help viewers understand that have have specialized knowledge that can change their lives/or the lives of someone they know. You'll need to emphasize what is new, innovative, groundbreaking, about your work and how it defies conventional wisdom in the industry. We want to include some information about the scope, depth, and costs of the problem you are fighting. Then we want some insight into how you developed your insight/innovation. Ideally, if there was a mentor that influenced you or a flash of insight you had based on deep research, you should be describing it here. A brief story about a "light bulb moment", words of wisdom from a mentor, a hunch will add interest and make viewers feel like you have some secret knowledge that they need to learn more about.

Note: ETVN will be asking you for some background statistics, facts, and other details about the problem you address. We will include this information in the episode with Narrated Voiceover or have you read some sentences that we will used in a voiceover.

These are the questions you will be asked on camera during your video recording of Segment 1b:

- Tell me how you first become aware of the scope of the problem you address.
- Was there a moment where your thinking began to change?
- Did you have a mentor that shaped your professional/personal life?
- Tell me about someone you know/helped.
- What was the moment you knew you had to commit yourself to changing this problem?
- What emotions do you go through when you encounter people with the problem.
- Can you give me some (quick) stats on the scope of this problem?

Make sure questions are answered like this:

"When I first heard about..."

"When I saw what was happening in their lives..."

"One of the most inspirational people I know..."

"I had this incredible mentor, who really help me..."

"When I meet someone who is struggling with this..."

Segment 2a: Your Early Life

The main goal of Segment 2a is to create even more connection and empathy with you by informing viewers more about your family background. You'll need to provide us with some early family pictures, and basic biographical information. Two themes should be drawn out:

a) How core values of family gave you a source of inner strength.

b) How some difficult event, situation, or tendency sowed the seeds for a challenge that would face later in adult life. It sets up the rest of your episode where we discuss a major challenge your face, how you overcome it, and you developed an innovative professional approach.

These are the questions you will be asked on camera during your video recording of Segment 2a:

Tell me about where you grew up.

What was your town like (big, small, etc)?

What were your parents like?

What did you admire about them? (emphasize values, strengths, character)

Was there an event or situation that shaped your adult professional interests?

Were you afraid when ___something bad_____ happened?

Looking back, was there a way you felt vulnerable?

What got you through the difficult situation?

Make sure you are not answering questions, but speaking in whole sentences. For example:

"The thing I really admired about my parents was..."

"Things were pretty good, until one day, everything changed..."

Segment 2b. The Pivotal Challenge

The main goal of Segment 2b is to dramatically summarize a challenge that shaped your life and mission. Can be a personal, professional, economic Include some graphic detail, culminating in absolute worst point of problem. Note: In some cases, this does not have to be your personal story, but can also be a story of most dramatic challenge client has faced (and has positive result you can talk about in Segment 3) .

These are the questions you will be asked on camera during your video recording of Segment 2b:

Tell me about your first clue that something was wrong.

Was there a way you denied the entire problem?

Were you angry about your situation?

Was there a time you thought the whole thing would just go away?

Were you hoping for an easy way out?

Was there a time you felt trapped with no way out?

Was there a moment of despair, extreme doubt?

Make sure you are not answering questions, but speaking in whole sentences. For example:

"It started out innocently enough..."

"I didn't even notice it at first

"I didn't want to see the truth of what was going on

" I was feeling so angry and frustrated

" I thought if I just did_____ it would get better

" I kept hoping this would be the end of it all

"I became depressed and lifeless

"It was hard to admit this was happening

(or put all these statements into 3rd person "I was really worried about my client")

I remember sitting there thinking, how am I ever going to get out of this?

And then it dawned on me...

"I couldn't believe this was happening"

"I was frozen with fear"

"I didn't know where to turn"

"It brought my whole life to a standstill"
"I was utterly lost"
"I know right then I needed to change my life"
"That was the turning point"
"I needed to get out of there"
"I remember hanging up the phone and just staring out the window"
"This was going on for months"
"I was afraid to..."

Segment 3a: The Turnaround

The main goal of Segment 3a is to bring to life an inspirational moment where you begin to overcome the challenge /or build your business/really help clients. This has to be pretty condensed. Needs to highlight the pivotal moment when "the bottom" is hit and you bounce off. Then quickly summarize the steady uphill climb where the challenge is overcome more permanently. Should include:

1) *A clear statement when your perspective changed.*

"That was the moment I realized_____
"I was so anxious about speaking out...but I did
"I finally stood up for myself and said..."

2) *The emotion that was felt.*

"I knew something deep down was changing
"I felt the surge of energy
"Even though I was down, I began to feel optimistic
"It was like the light came back on
"I felt a wave of hope
"I felt a huge wave of relief when I...
"I burst out crying when I realized_____

3) *A sense of determination.*

"I couldn't go back
"I knew things would be different
"I never looked back
"I drew the line

" I felt I could re-build my life
" Every fiber of my being told me.....

These are the questions you will be asked on camera during your video recording of Segment 3a:

Tell me about the moment things start to change.
How did you know you couldn't go back to an old way of thinking?
Was there a moment of insight?
What were the emotions you were feeling?
Did your feelings go up and down?
How did you know this was a turning point?
What did it feel like to gain some momentum and see things were changing?
Was there a moment you could finally exhale?
How did you measure your progress?
You will be asked to make **CLEAR SHORT STATEMENTS, complete sentences.**

Segment 3b: Success

Main theme here is how you, the Main Character, are INFLUENCING your clients/community. First, you'll discuss how you re-built/organized you own life. Then, how you built (or are starting to build) mission/organization/business to change lives of others who struggle with the challenge you address.

Should include:

1) Some concise statement from you about what you learned in overcoming challenge.

"The one thing I learned...

" I knew clearly what I had to do

" It dawned on me that the key thing was to_____

2) Statement from you that you had CONFIDENCE to help others.

3) Statement from you on how inspired you are to help others.

4) Concise description of your business.

5) Speak about courage, determination, inspiration- what is the MEANING to you.

These are the questions you will be asked on camera during your video recording of Segment 3b:

Tell me about how your vision to help others overcome this challenge took shape.

How did your confidence begin to grow?

When did start to recognize your own struggle in others?

When did you first feel the inspiration for your mission?

Who did you first help?

How did they inspire you?

When do feel pride and satisfaction in your work?

What inspires you to get up in the morning?

How does your team help you and motivate you?

Statements to be made:

" I KNEW I could do this

"The first time I really saw we could change the status quo was

"It was then that I got a call from someone in _____

"I began to care desperately about these people

"I'm really proud of the impact we are making

"I was amazed that we could impact that community

"When I saw the look on his/her face, I knew it was possible

" Now, we just need to scale our efforts so we can help more

" I just love rolling up my sleeves

" The team we are building is extraordinary...

"This is a real game-changer...

"People are finally beginning to catch on...

"This changes how the whole industry approaches....

Segment 3c: Your Vision

Main goal here is to communicate your vision for the future, how your business can grow and increase its INFLUENCE.

These are the types of statements you will need to make on camera during your video recording of Segment 3b:

(very succinct)

" I'm committed to _____

"I thought if we can change_____, then we could certainly change...

" I know there is a lot of work to do...

" This is why I want to tell people about what is possible...

"We want to keep building and expanding our team so we can...

"I can see a time in the future where....

Closing Statement:

"Yeah, that's my mission, I want to **let people know how critical it is to...**

or

"I feel so lucky that I can_____ help people in this way___"