

Hi this is Peter Skagen. I believe that the better you are at dealing with other people, the more success you have in life.

It's no coincidence that the highest earners, and those with the most fans, are the ones who can most effectively move others. Get their attention, hold them spellbound, influence their decisions. That's what they do, and that's what we all should do. But, it's not as easy as it sounds, obviously, or we'd all be doing it now.

How do they do it? How do you do it? And wouldn't it be great if there were some time-tested exercises you could do that would let you learn these things without really even trying?

These exercises do exist in the world of acting.

Actors are the world champions of moving others. They stand on top of a very tall ladder of success, of wealth, fame and power, in one of the most competitive endeavors in the world, by selling only themselves. Their own personal power. And by getting others to pay attention, and 'buy in'. As a by-product, they find that they can also sell anything else they want, like cars or credit cards, and run companies, or run for President. And win.

There are lessons to be learned.

- 1/ It starts with you. Know thyself, and find out what people expect from you the first second they meet you, and how to use that to sell yourself first.
- 2/ Get the picture. Know what you're trying to sell, and in what context. What kind of movie are you in? Who are the other characters? You need to know that before you can play your part.
- 3/ Learn how manufacture belief in yourself and others. People might appreciate the facts, but they buy what they believe in. And that starts with you. How do you manufacture belief?
- 4/ Learn how to get and hold people's attention. It's a noisy world, lots of people vying for the Oscar, how do you stand out and command attention?
- 5/ Learn what influences people to act, or buy into your belief. How do you convert all this into sales, of tickets, ideas, services, homes, votes?
- 6/ Be a safecracker. Anything worth having is locked up in a safe. It may be an invisible safe. Getting in there means you have to be a world-class creative problem solver. A safecracker. Learn the ropes.
- 7/ It's a good idea to rehearse and get some coaching from a pro.

# www.applied-acting.com

I'm a working film and television actor, and I coach all over western Canada. It recently occurred to me that the problems my actors have are the problems everyone has who wants to be more successful. Moreover, there are these powerful exercises available to help, exercises that have been refined in a very tough racket over the last hundred years or so.

They are easy, they're fun, but they're tricky. They get you to deliver the goods without knowing it. They sneak in under your defenses, and let you engage your personal powers without even trying. You don't have to sweat it, and you don't have to be a so-called actor.

You just have to participate, and be willing to get the edge over your competition. Oh yeah, and then we play back the exercises on a big screen to magnify the learning process in a positive, not critical, way.

The results are useful to you in any number of ways: sales of course, but also presentations, speeches, interviews, appearances, final arguments, executive training, to name a few.

The workshops are concise and modular so you can do them as time and budget allows. Each workshop is 3 to 4 hours long, and can accommodate 8-12 people. We need a room large enough to include space at the back for my camera gear, and a little 'performance' area.

My clients think it's the best training they've ever had. I think you might agree.

Give me a call at (403) 807-1960, and I'll gladly come in and talk over your needs and objectives.

The world is a stage. We're all actors. Be good at it.

**(403) 807-1960**