

# STELLAR *Life*

Hosted By *Orion*

## How To Be Authentic in Your Videos, Branding, and Marketing

10 Point Checklist

**Sarah Michael**

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take

**TODAY** to start living a Stellar Life!

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# 10 STEPS YOU CAN TAKE TODAY

**Take charge of your health, wellness, and success.  
Here are 10 steps that can move you closer to your goals – today.**

- What would a self-imposed authenticity challenge look like for you? Think of a few examples, and then work toward implementing them and living more authentically.
- Look into Sarah's Project: YOU. If it sounds like something that might work for you, sign up and participate wholeheartedly in the three week process.
- "Don't tell the story until you've stopped bleeding." If you're thinking about sharing something publicly, check whether you're still bleeding. If so, don't share it yet.
- Next time you make a video, don't write or memorize a script. Make an outline of 3-4 bullet points, then trust yourself enough to just let yourself talk.
- Work on slowing down your speech when you're teaching something or explaining something. Going slower will help people process and listen more attentively.
- To get over self doubt, create your own safe space to do the thing you're doubtful about. Repeat this until your inner self realizes you can do it and be okay.
- Declare yourself safe. Reassure your "inner cavewoman" that she (and you) aren't in any actual danger.
- Get clear on what your clients need. This doesn't mean things that you know they need, but rather things that they know that they need.
- Write down several clear benefits that you can offer to solve people's needs. Use clear, vivid, concrete language instead of abstract terms.
- Visualize what you want your stellar life to look like. Be as specific as possible; it's easier to achieve clear goals than vague ones.