

# BEING YOU, IN VIDEO

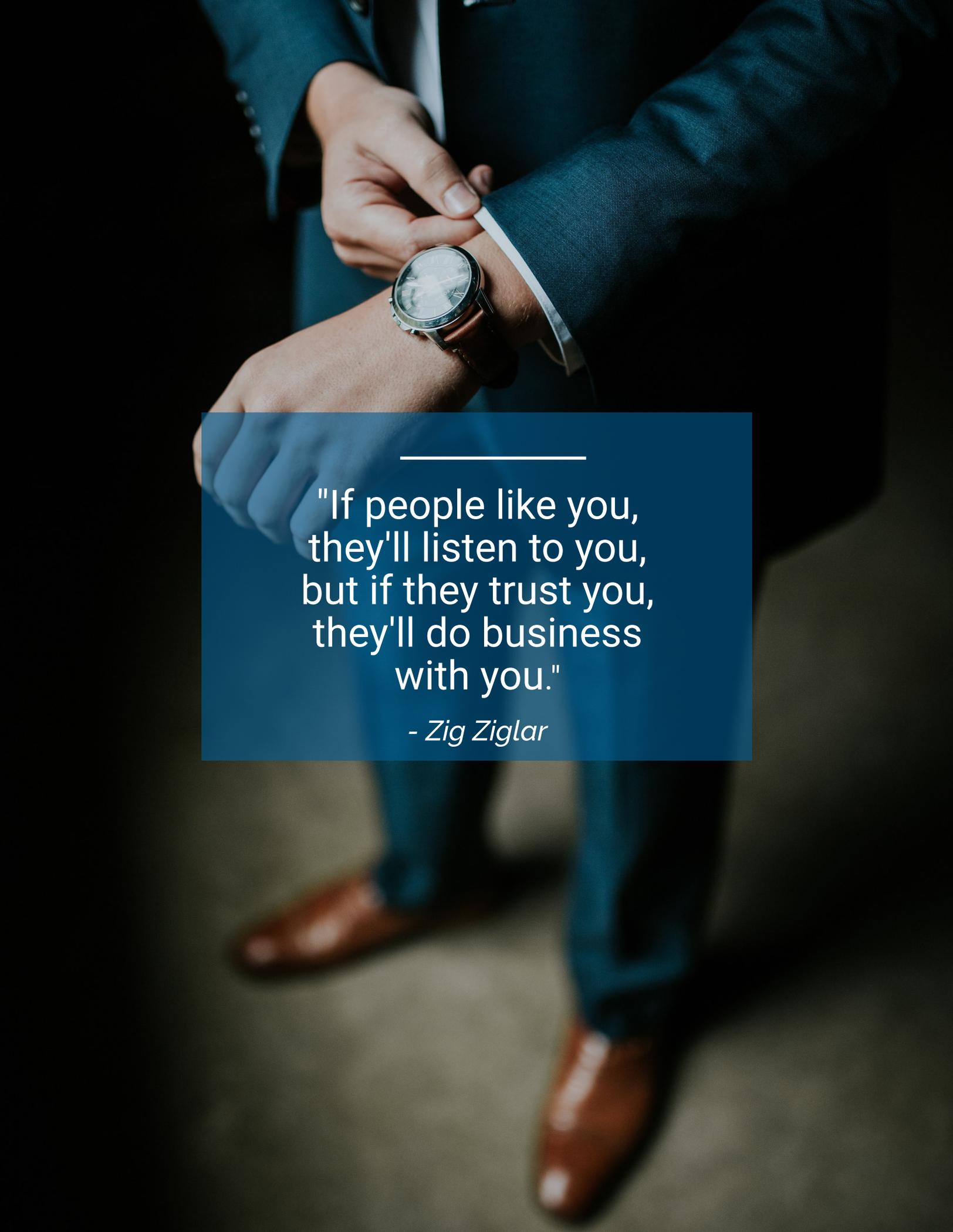
*3 Steps to Transforming Your Message From the Inside Out*



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Note ALL pictures will be changed



"If people like you,  
they'll listen to you,  
but if they trust you,  
they'll do business  
with you."

- Zig Ziglar

Quick personal note

# THE BEGINNING

Before we get into the meat and potatoes, let us first make sure this is for you! This guide is for those who have a desire to create meaningful videos which leave an impression on their viewers that turns into a catalyst for them changing the course of their health to one filled with vitality. But, are struggling with knowing exactly how to do that or find themselves freezing up in front of the camera.

If that sounds like you then read on. If you are looking for a way to create a sales pitch so that you have a waiting list of patients or clients, this probably isn't the guide for you. The purpose of this guide is to help you find your voice so you can serve others. To inspire you to bring your message of hope and healing to those who are suffering from chronic adverse health issues. Will you get patients or clients from spreading that message? I would not only hope, but expect that to happen. Which leads us to ***Clinical Pearl #1 - Our foundation must be formed from an inner desire to serve.*** There is no greater joy than bringing joy to others!

Now that we have that out of the way, I want to delve right into getting you on that path. Here are the three things we need to build on top of that foundational layer.

- ❑ Personal Mission Statement
- ❑ Time Allotted to Self-care
- ❑ Awareness

These three things are our framework. Think of them as the boards which make up the frames of our home, or the bones which make up our skeleton. Do you have all of these? If not, it will be difficult for the

things which fill in the gaps to have something to stick to. It would be like trying to put a roof on the house without rafters, and we all know what our body would look like without our bones.

Perhaps you have these in place and are wondering what is next? How do I get beyond the basics? What are the things needed to complete the building?

That leads us to ***Clinical Pearl #2 -Our message must be in alignment with our core values.*** I was part of a youth soccer club whose philosophy was: 'Winning is only good if you can walk off the field and say you played with integrity'. This message rings true in so many areas of life. For us to fill in our building with shoddy materials and to take shortcuts will lead to a house which crumbles under the load, the same with our impact on others. If our message is not congruent with our mission and we are not allotting time to care for ourselves and are unaware of the true needs of those we are serving, then we will crumble under the pressure to 'succeed'.

So the next step is to weigh everything against step number one. If there is a conflict with your core values, I ask you to think long and hard about whether there will be a negative impact in regards to your integrity. When you have these two steps down, where they are solid, then we can start having some fun! We just became a toddler who has just mastered standing, walking and is now ready for running, running and more running!

Ready. Set. ACTION!

# THE MISSION

## Personal vs. Business mission statement

### Who?

Do you have a personal mission statement? Do you know how to create one? If not, then this section is a must!

You may be asking what is the difference between these two things and why is it important? A business mission is for your practice or business - it sets the core values which surround how it operates and how it provides products or services to others.

### What?

Your personal mission statement is for YOU. You as an individual and as a practitioner. I strongly encourage having a different mission statement for both, we will focus on the practitioner perspective. I will walk you through developing your own personal mission statement which will form one component of your core values. There is a catch - you have to become a child again!

### How?

### Why?

There are four questions we will start with. *Who? What? How? and Why? We will ask them over and over and over.*

Think about **who** you help. Specifically. Then write it down. Do you help women? Men? Children? Middle-aged? Elderly? Get specific to who and **what** their health challenges are. What is the problem you are helping them with? You know, define your 'niche'. Is it young mothers with hormone imbalances? Is it athletes with GI disorders? Here is one of mine:

*I help mothers whose children suffer from gastrointestinal or autoimmunity issues...*

# HOW & WHY

Next, we have to define '**How** you help them'. It is not about the details such as in-depth history, developing protocols, none of that 'stuff' we do for hours before the appointments. This one is actually far less complex. Something we have forgotten, or were misled into thinking what our purpose is.

Most of you reading this are likely physicians or 'doctors'. What does that mean? Well, it is an academic title that comes from the Latin word *docēre* 'to teach'. How many of you filled in the blank "I help them by teaching"? This is what we do as health professionals - at least this is what we should be doing - especially those who claim the title of doctor. Teaching, mentoring, guiding, nurturing others to great health. So, Are you?

If so, Fantastic! This will be a lot easier. If not, then why not? Is it because you do not know how? Or, is it because you feel the individual is not educated enough to be allowed to make health decisions? If the former, come along side me, I will help you, let us do this together. If the latter, this guide may not be for you and to be frank, you will probably get frustrated with me the more you read what I have to say.

Let us delve a bit deeper into the 'how?'

This is the one section where many of our statements will be similar - if we are all teachers and mentoring those we are serving. Where it differs is what are we teaching? For instance I teach natural healing methods which translates into my personal mission statement as this:

*I help mothers whose children suffer from autoimmunity learn natural healing methods...*

I could have said something like - I help mothers whose children suffer from autoimmunity by teaching them natural healing methods...

Be creative, and give yourself permission to start with my words then transform them one by one into yours. I give you permission, so now it is up to you.

We are almost done, one last piece to this part of the puzzle. **WHY?** Why do you teach them? I want you to pause and think long and hard about that. Then write those things down. And, I want you to do that BEFORE you read the next page. Ok? I promise you, if you do that before reading any more then what I share next will transform you. But you **MUST** write down your "why" first. Deal?

That was fun delving into your passion, right? Did you get a renewed sense of purpose? What were some of the things you wrote about? Did you talk about bringing an end to suffering and pain? Perhaps it was about helping others overcome health obstacles they were told were impossible to overcome?

Or was it about providing for your family, and to achieve financial freedom to pay it forward? Maybe you are trying to replace the income from your spouse so you can have quality family time together. What ever our reasons are, having them at the surface and in front of us as we go about our day brings clarity and purpose to our day, not to mention our videos! But here is the deal, as with most things, it is all about context. Which means we are going to divide these into two categories.

### *Me & Others*



## **Me**

The statements which are describing reasons that pertain to ourselves on a personal level. Such as I teach others because of the benefits I receive. Often these are financial and emotional based.



## **Others**

This other category is for those statements which reflect the benefit others will receive. Such as they will obtain health. These are tangible results your patients or clients achieve when working with you.

# BALANCE

“Whenever you find yourself on the side of the majority, it is time to reform (or pause and reflect).” — Mark Twain

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I want you to go back and look at your reasons why you do what you do and put them in one of those categories. They are either "Me" or "Others". Then I ask you to reflect on whether these things are in balance? Did you find that most of your statements were about helping others to obtain good health, good lifestyles, better health so they can be more productive for their jobs, etc.? Or maybe you notice that most of your reasons fell into the category of providing for you and your family? Helping to pay off debt or maybe to spend quality time with family and ensure a quality of life when retirement comes?

The most important take away, and **Clinical Pearl #3** is - *we must have everything in balance. It is when our scale is lopsided that we risk 'spilling the beans'.*

This means that we need reasons on both sides of the fence. We need factors driving us that pertain to serving others and we also need reasons which pertain to serving ourselves. It is when we pursue either of those exclusively, or predominantly, that we are setting ourselves up for burn-out and collapsing - physically, professionally, and as a business.

Are you well balanced? Do you need help finding balance?

# CONTEXT

If you are needing to find balance reach out to a mentor who can help you gather those pieces. Everything in this guide works harmoniously and through synergy, making it vital we have all of the components.

Once you have those pieces we can begin to put them into context and integrate them into our mission. We will first begin with 'Others' and complete step one.

Look over all the things you wrote about why you are helping others - what is the common theme as to what they are getting? Are they avoiding cancer? Perhaps they are recovering from Hashimoto's. For those I work with it boils down to them regaining their health and vitality. Once you have determined the great benefit your patients or clients receive add that to what we have created thus far. Mine looks like this:

*I help mothers whose children suffer from gastrointestinal or autoimmunity issues learn natural healing methods so they can regain their health and vitality.*

What do you think would happen if you bookended your day with reciting that to yourself? What about if you took the time to meditate, ponder, think deeply on that each and every day? Do you see how something so simple is so powerful?

Try it for a week and share with me what changes you note. Then take it a step

further - The next time someone asks you "What do you do?" answer them with this first part of your new personal mission. Let me know their response and if that was different than how others previously responded. Also, let me know if there are any changes you feel inside. Such as your confidence level or anxiety levels.

I encourage you to print this part of your mission statement out and tape it to your computer, mirror, dashboard, where ever you will see it on a regular basis until you have it memorized inside and out. So that anytime you are asked about what you do it flows out of you with your passion attached to it vs. a canned response. Remember, crawl before we walk, walk before we run, so give yourself permission to stumble through it with others, just keep trying! I am cheering you on and if you look around there are thousands of your colleagues cheering for you too! You can do it!

We are going to shift gears for the next part of our 'building'. This next section is about You! That, 'Me' section. For some this will be easy, and others (like myself) a big challenge! With this being so vital I am going to say upfront the same thing I just said in the previous section - Remember we have to crawl before walking, walk before running and that you have a stadium of others cheering you on!

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# DEFINING YOU

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Part of finding your voice and creating your mission is defining your boundaries. Determining the path you will and will not take. What I have found is once we have gained clarity on what we do then communicate that with others, we will attract others to that mission. Some of those we can help, others we cannot. Not everyone will fit in alignment with our mission. It is just a simple fact - we can't help everyone. Once again, we need balance.

Do you know why this is important if we are going to be making videos? What do you think would happen if our message resonates with everyone? Are you or your staff going to have time to connect with each and every person who wants to work with you? Is that a question which has been holding you back from marketing and launching your online presence? Are you concerned that you won't have



# HOW & WHY

enough time in the day to see patients or clients, spend time with family, and all of the other activities being a business owner or practitioner entails? Those are questions we need to find answers to which put us at peace or we risk becoming overwhelmed and what is often referred to as paralysis by analysis.

The quickest way to move through that is getting crystal clear on who you will and who will not accept into your practice, or mentorship as I prefer to reference it.

You have probably seen the following questions in worksheets or programs designed at helping you to define your niche or even in general business plans. Let us review them here, from a perspective of setting boundaries.

What is it about the patients or clients you see who brighten your day and when you see they are on the schedule a spark of energy ignites inside of you?

Is it because they are committed, take responsibility, respect you and your time, ask engaging questions, compliant, positive attitudes... Take a few minutes to sit down and delve into all the things about them. For those who are just starting out, describe in detail what type

of patient or client you envision as being the type you are eager to work with and bring a refreshing spark to your day. How would it feel if every single patient or client you had possessed all of those qualities? You already feel refreshed thinking about that right?

Now look at that list, pick out the top three, non-negotiable traits and write those down in another section or on a different page. Mine are:

- Committed to natural methods of healing
- Arrive promptly for appointments
- Willing to make great changes in diet and lifestyle to succeed

Here is how we craft that into our mission:

*I help mothers whose children are suffering from gastrointestinal or autoimmunity learn natural healing methods so they can regain health and vitality.*

*I only work with those who are committed to healing naturally, arrive promptly, and are willing to make great changes to their diet and lifestyle to succeed.*

Take a moment(several) to envision you living out your mission - helping those you described and only surrounded by those who ignite and boost you in ways money can't buy.

Do you feel that energy inside? It is that energy which is the root of your voice. When we tap into that your videos come alive, you begin to have an endless list of topics, fear begins to evaporate with harmony taking it's place.

Now imagine having conversations with others who ask what you do and when they ask about you working with them or a family member you can qualify your mission by letting them know what it takes to work with you.

The same with your videos, when we give our message we need to be clear about who it is we help and what is expected of others. Define they type of people who benefit from our service.



## Accept

Gain clarity on who it is you will accept into your practice and in-turn into your mission. Stand firm and watch your mission grow and blossom into more than you ever imagined.



## Reject

On the flip-side we must also gain clarity and be firm in who we reject from coming into our practice and mission. Allowing those who are working against your mission will destroy not just your mission but those you are trying to serve

# THE BOUNDARY

**Sacrificing all our individual needs doesn't strengthen a relationship. Mutually supporting each others personal growth does.** — *Ritu Ghatourey*

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Before we get to this next step, it is vital you have identified that feeling you get when working with others who support your mission. The reason being is we are now going to define the ones who ruin your day in a heartbeat. The ones which bring that heavy feeling when you see their name on the schedule. The ones who bring negative energy into your day which seems to linger after their appointment. Imagine how that energy expresses in video.

Just as we defined the qualities that bring positivity, we now need to define the qualities which zap that positivity and bring your mission to a screeching halt.

You know who they are and what they are like - write down those qualities. Now, do the same as before - which ones of those are non-negotiable for you? Pick three to four and write them in that same section as your positive qualities. Then we will construct the next section of your mission statement as we did the section before.

Begin it with these exact words: I absolutely reject...

This is especially important for those who struggle to say no. While we may end up wording it differently when we speak with someone one-on-one it is vital that our internal mindset is solid when it comes to who we will and will not allow on our mission. Especially as you gain confidence in your videos you will attract others who desire to join you.

# THE FINAL STEP

## Putting it all together

The next section to our statement contain things which elaborate on the struggles those we help will face without our help, essentially we define the 'hell' they are in. After that a section on what their 'heaven' looks like. What they experience when they have reached their health goals. At the end of that section we include a brief, and I mean brief, overview of how we get our patients or clients results. Here is mine:

*I help them get their results by:*

- *Getting them crystal clear on the pieces to their health puzzle*
- *Helping them to tap into their body's innate healing system*
- *Showing them how to work with that system*
- *Helping them develop a transformational health plan which keeps their system engaged*

Now, we tackle the part of the mission which pertains to our underlying personal reason why. What are your reasons which pertain to things which personally benefit you? Here are mine:

- To bring my husband home to be the stay at home dad for the sake of my son's health
- For freedom to pay it forward at any moment
- To help provide for my mother and mother-in-law
- To be able to travel and help others
- I ultimately do this to follow my creator in getting quality time with my family



# YOUR NEW MISSION

What do we have here? A blank slate ready just for you!



# IS THAT YOUR VOICE?

It look as though you have mastered crawling, walking and are ready to try your hand at running! There is one final piece to your statement. Finish with what you believe deep down why you are on this journey. Why is it you, and not someone else? *I firmly believe our creator put me on this path for a reason. This is his business, not mine. He chose me because I am THE BEST at what I do!*

You are too! When we begin to embrace that gift, then we can share it with others. That is why we have it, is to give it away! It is making sense now, right! Are you energized and ready for action?

I think you are **ready**. Now get **set**.

Thus far we have covered the personal mission statement and part of awareness. We have one more vital component that MUST be in place for everything to flow in the right direction.

## **Self-care.**

I know you all know this and preach this to your patients and clients on a daily basis. I also know many of us struggle with putting it into practice in our own lives. Of everything I have said, this makes it or breaks it. **Clinical Pearl #4** *Self-care is the glue that holds the rest of the pieces together.* There is so much I can say about self-care which would encompass at least an entire book on it's own. So let me share with you the core principles to follow to ensure you have enough glue for your mission.

The four necessary components to self-care:

- Start your day the night before. Do not carry burdens into the night. Table them for the next day. If this is something you struggle with, give yourself permission to put those things on hold so your body and mind can prioritize healing, rejuvenation as you sleep.
- Eat. Balanced. Intentional. You all know the parasympathetic state and what it needs in regards to eating.
- Dedicate time for YOU. I mean only YOU, not you and your spouse, you and family, you and friends. You and only you and our creator. Tap into that energy he is giving us and which surrounds us. Put it on your schedule.
- Seize every opportunity to enjoy laughter! I will add to that hugs, especially for the women in your lives. Real hugs, you know the kind which release those burdens we carry.

Are you all set? If not that is ok! Grab my hand and we will do this together! Remember what it was like to be a child learning to walk and run? How many hands did you hold? Find a hand, find a mentor to help you be the best in the world at what you do!

Come on, it is ACTION TIME!

# ACTION TIME!!!

I know you thought we would never get here! Well, here we are and I am ready to rock-n-roll with you! First we are going to get the equipment stuff out of the way then we will jump into doing those videos!



## Camera

We have it so easy today - pretty much just need a phone or laptop and we are all set to shoot videos. If not, a nice digital camera will work, just make sure it is easy to download videos to your computer or laptop.



## Tripod & Selfie Stick

This is technically optional, but strongly recommended. Most traditional tripods will work for your sell phone you just need to buy an adapter. Selfie sticks are strongly recommended for impromptu or relaxed videos. They help to stabilize the motion.



## Microphone

Technically optional, but strongly recommended to get at some point. Earbuds can be used - especially when connected to your laptop instead. Here is a link to the one I use: Vid-Pro XM-L Lavalier Microphone <https://amzn.to/2uZtk03>



## Software

Again, technically optional! If you are wanting to edit videos, which means you can shoot videos without having to worry about them being perfect then I highly recommend getting video editing software. Filmora is my favorite - here is a link:

<https://filmora.wondershare.com/video-editor/>



## Finishing Touches

Again, technically optional! Creating customized intros to your videos help them to level up not just the quality of the video, but your confidence in that you have a professional product. This is a service I offer to other providers - here is my link

[www.thefunctionalperspective.com/logo-animation](http://www.thefunctionalperspective.com/logo-animation)

# SHOOTING VIDEOS

## Hitting record



Now that we have the equipment we need to go back and read our mission statement. Re-read the first and second lines a second time. Do you see those patients who bring you energy? Envision those as we hit that record button. It is those who you are talking to! See, you can't help but smile when you have them in your thoughts! Do you feel the sparks igniting inside? Let those resonate throughout your message.

Think about some of the things they were struggling with before they came to you. Envision a sea of others, some who have those same struggles - they are searching for you, but they cannot find you if you don't let them know you are there.

When you describe the hell they are in, they will automatically tune in to you. It is our human nature that if someone can describe the troubles I am going through I am going to listen to them because they may have the solution to help me. Come on, we all know we sought out the answers to final exams from those who took the test before us right. At the very least sought out what questions were on the test!

When we start talking about the things others are seeking answers to, when we begin to serve them and are aware of their needs, our videos begin to transform into a magnet which attracts those we can help and in-turn fulfill our mission and purpose in life. It is simply beautiful. ***Clinical Pearl #5*** *There is a priceless synergy which happens when we help others along with ourselves.*

# AVOIDING WRITERS BLOCK

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You probably have a lot of topics in your head after all of this. Write them down. Either in a notebook, index cards, what ever way helps you to reduce the stress of trying to keep them organized. I keep a spiral notebook next to my desk where I keep track of potential topics. Anytime one comes to mind I have a place I can put it which frees up room, and especially energy, in my brain to focus on serving others and taking care of myself.

I also utilize a modified version of a kanban board to organize my daily tasks. Whether personal or professional. At first this was difficult as I am not one of those neat and orderly types. I generally thrive in chaos, but I have found that I have more energy when my chaos is organized! So now I enjoy organized chaos - LOL!

I will leave you with one final secret. If you are still stuck with what to say, pull out an article, blog post, book, something which inspired you and share that with others on video. So many times I would start by reading my notes without looking at the camera and would read over and over until all of a sudden I was able to look up and see that client through the lens, that one who brings a smile to my face when I hear her voice. Had I not started crawling, I would have never found her there.

## In closing...

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Your journey has just begun. Remember, we only went through the infant to toddler stage! The mission statement will continue to transform, I encourage you to revisit it as you grow, nurture, and live out your mission.

Surround yourself with others on a similar journey, connect with others who have a similar mission, seek out those who can support, guide and mentor you.

There has never been a child who learned how to walk without the help of others. Keep returning to your childhood ways, they hold the key to endless opportunities of growth, love and success.

Above all, be you, just you, nothing more, nothing less, just you.

*~Salena*

*Looking to connect with me? You can reach me at:*

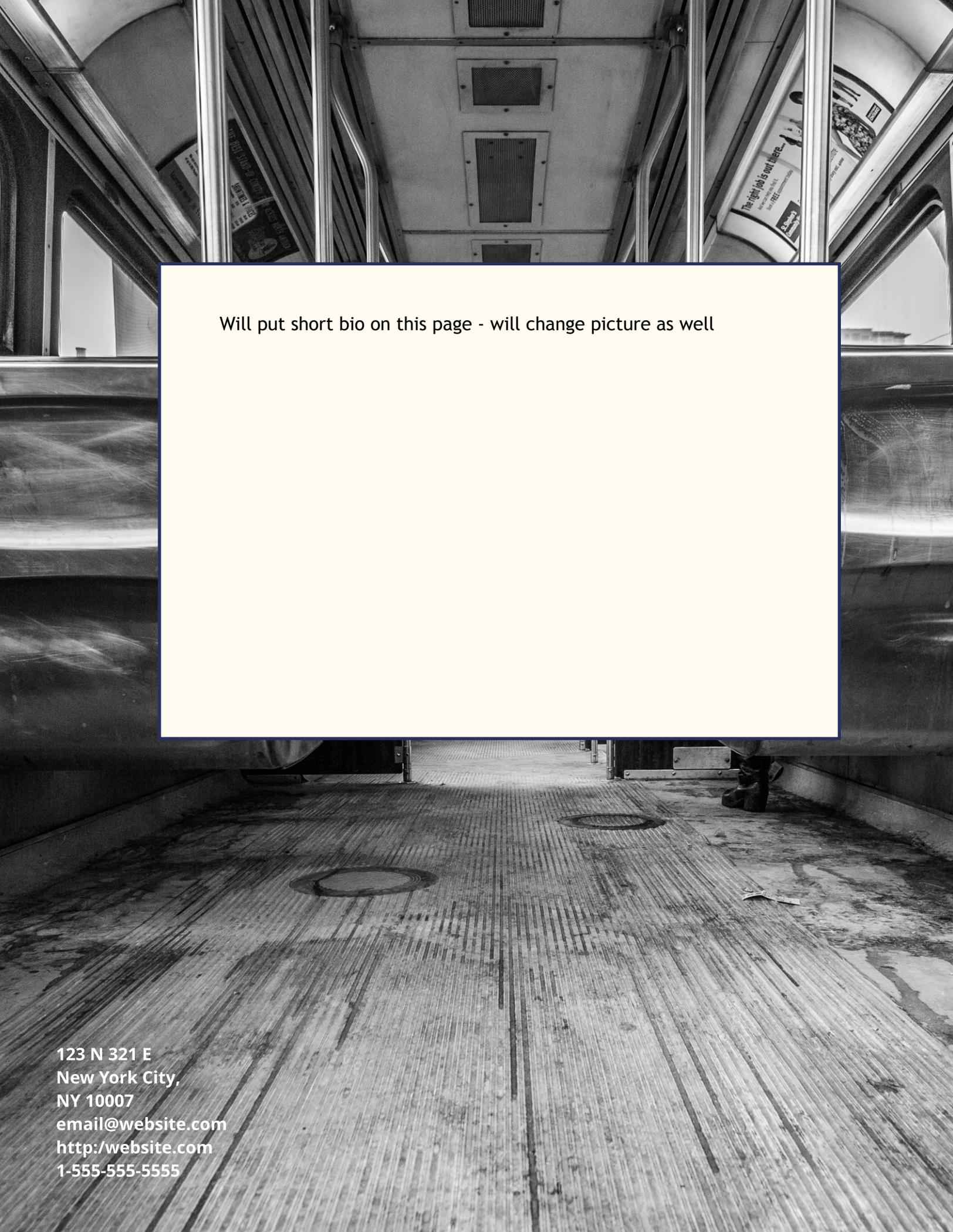
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*To schedule a strategy session visit:*

*<https://salena.as.me/strategysession>*

*For logo animation services visit:*

*[www.thefunctionalperspective.com/logo-animation](http://www.thefunctionalperspective.com/logo-animation)*

A black and white photograph of the interior of a bus, showing the ceiling with vents and handrails. A large white rectangular box with a dark border is overlaid on the center of the image, containing text. The floor of the bus is visible at the bottom, showing a textured metal surface with circular drains.

Will put short bio on this page - will change picture as well

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