



Script Your Shift™

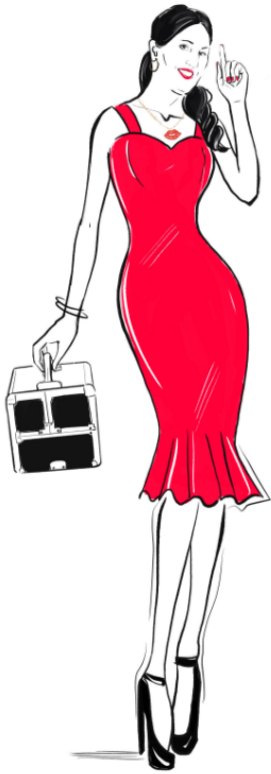
~ TAMARA PARISIO, Wordsmith

## Pearls Of Wisdom click on image

It was an honor, a privilege, and a joy to step out on stage and present "Script Your Shift" to the Pearls of Wisdom tribe. What a perfect place to cut a groove in this new chapter of my life. In case you missed it, here is the video. For a Pitch Perfect session, eMail me at [Tamara@TamaraParisio.com](mailto:Tamara@TamaraParisio.com). Let me assist you to create the script for your starring role in your success!

SCRIPT YOUR SHIFT™. Write down your goals. Business Plan, Personal Manifesto, or Strategic Map, put pen to paper to improve performance. Dr. Gail Matthews, a psychology professor at Dominican University in California, did a study on goal-setting with 267 participants (it only takes 30 to be statistically significant). She found that you are 42 percent more likely to achieve your goals just by writing them down. A modality employed to make the process entertaining rather than daunting is to approach your plan as a script for your success. And, you are cast in the starring role as the lead character. Here are three examples of clients who stepped into the celebrity of their success.





## Character [Click on image](#)

From psychic fairs to celebrity parties and luxury events, Anita Miranda stepped up into high heels to expand in stardom as The Official Lipstick Reader.

Tamara assists you to step into character in the leading role of your success.

Imagine yourself as the star in the role of you, successful in this endeavor. Describe you in this starring role:



## Cast

After establishing her starring character, Sherry Anshara attracted the supporting cast, including influencer Vishen Lakiani of mindvalley.

Tamara assists you to create the cast and crew that will support you in your leading role.

Who are the influencers you can engage to play a part in your success? List them and note how they will show up:



## JOY

### Scene

Belief

To set the scene, Donna Sparaco shows up in full character, Daily Dose A Donna, to motivate and inspire with her proprietary program, Set Your Dial to Joy.

Hope

Content

Irritation

Tamara will assist you in developing your proprietary proposition as the scene for your award winning performance.

Worry

Overwhelm

Defeat

What will you have prepared for when the curtain calls? Focus is all about strategy.

Anger

Guilt

1. Ready Your Goals

2. Set the Steps

3. Go! Action!

Unworthy

Despair

## SCRIPT YOUR SHIFT™ 4x4x4



Live on purpose. Select your scenes! Don't leave your life to chance. You don't have to be caught up in trauma and drama. And you don't have to allow your self to be pulled along by every character that pops on to the scene of your life! Write your story—your [Life Script](#)!

Realize that you are the Star of your life story. You are the Producer. You are the Director. You are the Screenwriter. Write the script (thoughts, beliefs, actions) in a way that serves your stardom (or get assistance to do just that!).

Give your word and live your word ([the Life Script](#)). Write your way in and out of the experiences you desire, require, and deserve to enjoy—professionally, personally, and potentially! Be the Star Performer of your world, the center of your universe, and play your part for an award-winning experience!

### 4 Steps You Can Take To Star In Your Own Life Story

1. **Listen.** Tune in to your inner voice, notice what you are saying to your self. Consider what your thoughts say about what you believe. How do your thoughts affect your actions? Awareness is a key step in change. Become and observer of your self. Then, continue doing what serves you and adjust otherwise.
2. **Align.** Get in accord with your self. Pay attention to your thoughts, words, and deeds. Do they support and nurture how you desire to live your life? If not, change your internal message. Again, continue doing what serves you and adjust otherwise.
3. **Prepare.** Make a plan, a guide, and let it be the script to your live. By considering potentialities and the outcomes desired, you set up your self to act in accord with your desires. You will be in a position to recognize and act on opportunities that serve you.
4. **Act.** Live intentionally, on purpose by creating habits that align with your desires. If your goal is to be fit, make it a habit to exercise daily. Create a habit of eating to fuel your health. Be the Star Performer in the experiences you create for you. To build your business, hone your message and consistently uphold it.

Starring in your story takes focus and intention. It starts with writing down your goals. Most people don't bother to write down their goals. They wind up drifting aimlessly through life. Is this you? Are you wondering why your life lacks purpose and significance? Are you willing to give your self an aim? Committing your goals to writing is the beginning of creating the life of your dreams. The key to accomplishing what matters to you is committing your desires in writing. This is important for at least four reasons.

1. **It forces you to clarify your desires and set your destination.** Writing down your goals and milestones compels you to select something, to get specific... to choose the outcome you desire for your life.
2. **It motivates you to take aligned action.** Write down your goals, articulate your intention, and execute in alignment with them. Writing down goals and reviewing them regularly keeps you mindful of the destination and prompts you to take action. It provides a filter for opportunities that could otherwise become distractions. The more successful you become, the more you will be presented with opportunities. Maintain a list of written goals by which to evaluate opportunity, take appropriate action, and stay on course with your goals.
3. **It fortifies you to face challenges and overcome resistance.** Every meaningful goal encounters resistance. When you focus on the resistance, it will only get stronger. Overcome it is with focus on the goal. Write it down and review it often.
4. **It enables you to recognize and celebrate progress.** Life is particularly difficult when you don't see progress. You feel like you are going nowhere. Your written goals act as mile-markers. Review them to see how far you have come. Outline steps for where you require to go. And take the opportunity to celebrate when you attain a milestone.

If you are overwhelmed ... or if you are focusing on your star performance and desire for assistance with the other stuff, [get in touch with me](#) to script your shift so you can shine! And if you are looking for a place to start, consider these tips.

## 4 Tips for Writing Your Life Script

1. Focus on your desired result in each area of your life (fitness, health, career, finances, intellect, relationships, and spiritual).
2. Write your story in the present tense—as if you are living it now.
3. Engage all of your senses and make it active—walk through your home and surroundings, note the things do, what you see, sounds you hear, scents, what you touch, and how you feel.
4. Be the main character in the visualization—dream big and make it as realistic as possible to convince your self and to believe it is a potentiality for you.

The process of writing your [Life Script](#) brings opportunities to you just by changing your focus to what you desire. This benefit from shifting your focus from what isn't working to your dream experience takes place during the creation of your [Life Script](#).

Many are challenged with describing what it is we desire to create. We have an easier time describing what we *do not* want, which isn't a bad place to start; but don't leave your focus there. Instead of wishing to be less fat, focus on how good it will be to feel more fit.

Create and star in your dreamiest life ... [get in touch with me](#) to script your shift so you can shine!



## 6 Tips to Hone Your Pitch



### There's the windup, and then there's the pitch.

The pitch is critical to every startup. It's your story; your identity; your compelling reason for being. And you have to get it in the strike zone in order to keep your company alive and to ensure that it thrives. Pitching your startup to the community, to investors, or to potential customers can be overwhelming. Make an investment in you!

You have to know your stuff—your budget, your offerings, your advertising, your brand story, and more. This is your lifeline to resources. And, your future rests on the success of your delivery. To assist you to perfect your pitch, here are a few tips to get your story straight.

#### **Know your why.**

Storytelling is all the rage in advertising, and now in business branding. Sharing your story in the most compelling, powerful manner builds connection and credibility among potential customers and with investors.

Once you have your why—the reason you do what you do—it is much easier to find those interested in that passion. And, it is often said that when you are focused on your *why*, the *how* shows up and the *what* doesn't matter.

#### **Have a plan—a booming business plan.**

The greatest idea in the world will not have a chance in surviving execution without proper planning. A solid business plan that clearly expresses your strategy and tactics, including how capital will be used, plans to scale the business, and reasonable anticipated growth will give an investor confidence that there will be a return on their money.

A solid plan shows the audience that you are knowledgeable about your product, the competitors, the market opportunity, the industry, and the future of your business. Reinforce your business plan with the critical details. Determine your break-even point, then customize the plan to demonstrate monthly cashflow. When the business is your baby, your pitch is especially essential to build a community of credibility and support.

## **Show sustainability.**

Sustainability is continuous viability and longevity. It is key to obtaining a tribe of fans. It is essential for getting funding from VCs and angel investors. It is also critical in earning respect from industry professionals and gaining credibility among potential customers. There's a difference between a flash-in-the-pan and an idea that inspires early adoption.

Customers and investors are savvy enough to know when a product has the potential for longevity. Everyone who will invest, purchase or support your company needs to know that you will be around for the long haul and you have a plan for how to do that successfully.

## **Know thy audience.**

Tailor your pitch to your audience, whether it's potential investors, a sea of customers, or a panel of judges. When speaking to investors, focus on the numbers, viability, and sustainability of the company. Let them know what's in it for them—in the short term and in the long run. When you talk to potential clients, talk about results, the outcome they require. Get it? Good.

Pitching your business starts with the proper wind up. It's about the mechanics. It is like casting a fishing line with the appropriate bait into the hungry crowd and then waiting patiently for the bobber to dip with a fish on the hook.

If you are competing for attention, perhaps presenting to a panel of judges, focus on your business as a whole. This will be the broadest pitch you give. Don't leave out important details when you cast a wide net. If your audience is new to the industry, be sure that you speak in clear terms—don't lose them in jargon and acronyms. Regardless of how well a panel understands your business, remember that you are in charge of the effectiveness of your pitch. No excuses.

## **Rehearse, a lot.**

It may seem obvious, yet people often neglect proper practice. They may feel too much practice could make them seem stiff. While actually, the more you practice, the more relaxed, comfortable, knowledgeable, and "natural" you'll be. This gives the impression of expertise. And, the better you know your stuff, the less likely you'll be thrown off course by questions or derailed by nervousness.

The mere thought of public speaking makes many people nervous. The good news is that presentation skills can be honed, making the experience less worrisome. Practice is the secret to elevating your skills. Create and rehearse a variety of pitches so you can readily respond in different situations. From a one-minute elevator pitch to a thirty-minute talk, preparation and practice are the keys to communicating your message powerfully.

## **Show your stuff.**

Give your audience a reason to remember you. Create a memorable phrase or give your audience hands-on time with your product (if possible) are a couple ways to be remembered. Consider what distinguishes you and what differentiates your product. Communicate that clearly and powerfully to ensure that, at the end of the pitch, your audience won't stop thinking about your business.

Take all of the advice you have studied, ask for feedback, perfect your pitch, practice, and learn from every experience to improve with each and every presentation. Hone it and own it. And know that when you simply deliver your well crafted, well rehearsed elevator pitch, you have got the room interested in what you have to say.



## Strategic Wordsmith

As a strategic wordsmith, Tamara creates scripts to support the most productive outcome of every event, taking business and projects across boundaries into opportunity. Wearing many hats, Tamara brings experience from multiple industries and disciplines. This inspires inventive and innovative ideas for your project.

Tamara is an award-winning (Clio, ADDY, EFFIE, Creative Excellence) marketing, branding, and advertising executive. She has a talent for developing brands, image, and core propositions to reflect the depth of a business intention. Tamara has managed budgets for multi-million dollar brands including Mattel, Firestone, Teleflora, and Jafra. She has been creating stories for companies across industries. Tamara is a prolific writer.

Tamara is available for speaking engagements, workshops, and personal consultations. email: [tamara@tamaraparisio.com](mailto:tamara@tamaraparisio.com)

Download a pdf of the [Script Your Shift™](#) handout.

