

*How to Get Instant
Engagement from Your
Audience Without
Feeling Judged*



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Entrepreneur's Magic Mindset
for Turning Followers into Fans*

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You're Getting Followers, But Are They Fans Who Buy?

Why isn't your audience as excited as you? After all, what you're doing as a changemaker is important. It can change them; it can change the world.

But they don't take much action, no matter what you say, or how enthusiastic you get.

Just when you need to get clients and a more engaged audience, so you can do your best work for the world, they don't seem to engage enough. And they're not queuing up to pay you. Even when you're sharing brilliant things.

If they are too distant and distracted to really engage with you, they're certainly not going to buy.

So how can you kick-start the dynamics of an engaged relationship, where people do care, really fast?

What's Your Strategy To Get People To Engage With You Live?



Do you act like an authority, so that people will listen, and respect your expertise?

You want people to believe you. But behaving like an authority also makes you more serious and distant. You want to seem professional and superior, but you can end up **preventing** people feeling warm towards you. The warmth that could make them stick around and return for more.

Think about the gurus and experts you really **like** listening to. Do they come across as serious or are they friendly? Approachable?

Or do you aim to be approachable by being enthusiastic and positive?

But that often comes across as **pushing** your message out, with a forceful agenda. People can be repelled.



So you don't want to be pushy OR distant.

You probably try to be friendly and genuine, but that's not enough to get results, is it? Real friends actually engage with you.

But did you know...

An experiment in 1960s London discovered a **secret** to making strangers **feel** friendly **towards** you. And that's crucial if you want them to buy in to you and your message, as customers.

Before I reveal that very enjoyable secret, let's first find what **does** work to engage people, by looking at what **real** friends actually do...

How Do Friends Really Behave?

Are friends just nice to each other in a kind, polite, caring way? No! If you think about how you behave with real friends you'll know it's much more varied and fun than that. You can be **you**, with friends. You can express different sides of yourself.

Yet when we try to be friendly on video, we are usually just 'nice.' That's not enough.

Friends Aren't Just Friendly – They Have Fun Together

When your friends like you enough, you can be however you want. You can relax and play. Your emotions can show. You can be spontaneous. You can push the boundaries. You can tease, joke, and even be sarcastic, without anyone taking offence. It's fun to be spontaneous – it livens up the conversation.



If you can make this relaxed feeling happen in your videos, you can create a much closer atmosphere. People instantly enjoy spending time with you.

But how can you quickly get this friendly with strangers online?

The Secret Dynamic You Already Use Without Knowing

There's a powerful technique that **you are already expert in**. You use it all the time, and you're not even conscious of it. Very few people are, because we are **conditioned to never notice it**. Yet it **decides how others treat us**.

This dynamic wasn't even discovered until the 1960s when a theatre director in London tried to get people to behave naturally together, in front of an audience. Their on-stage relationships always seemed empty or stiff. Then he invented a secret trick to adjust their attitudes, and it magically brought everything to life, instantly.

Without learning any skills, they were suddenly enthralling!

They became **authentic** even though they were aware of having an audience. They felt **engaged** with each other instead of just reciting words. How would **you** like to get those results in your own conversations and videos, that fast, with the secret below?

It was so easy because we already use this technique all the time. All of us. In every conversation.

You have been expert in this game all your life. But nobody explained it, so you never noticed.

Here's what the director, Keith Johnstone, told them:

Make yourself very **slightly** higher or lower status than the other person, just for a sentence or so.

"Status" is about doing or saying something that makes you seem more important, or less. You already do it by every word, gesture, posture and tone of voice.

It's about your attitude: whether you're **trying** to seem less, or more, important by what you're saying.

You already adopt a status to fit into every social situation, to take on the role you feel comfortable with.

Remember what you did when you last chatted with a friend? You made a slight effort to grab attention or pay attention. To be interesting or interested. To give knowledge or ask for it. To put yourself forward or sit back. And many other little signs of how forward in the conversation you wanted to be at that moment.

You **raise** your status when you reply:

- That's nothing! I did that twice this week
- Yes, she's great. I've read all her books
- You'll never guess my news
- It really hurts doesn't it? I was in hospital with it once

You **lower** your status when you reply

- I wish I could do that!

- You're so lucky
- Don't let me get in your way

When you behave like an **authority**, you play **high** status. But it can turn people off. They might admire you, but from a distance. Or resent your superiority.

Being **enthusiastic** is high status **too**. It grabs attention, or can overwhelm.

Can you see how either strategy can make other people feel lower status than you? Even when you're trying to encourage them! They may like your style, but Likes don't = Engagement.

But making yourself **low** status isn't helpful either – it doesn't inspire confidence in you.

So what should you do to **connect** with your audience?

How do friends loosen up and feel connected?

You might think friends behave as **equals**. Could that solve how to be engaged?

But Johnstone discovered that we **can't be neutral** – every movement and word creates a status.

Also he found a **big difference** between the way **acquaintances** and **friends** behave.

The Breakthrough

Johnstone discovered that you **become** friends **when** you agree to **play** with status together. You play with boundaries because you trust each other and it's fun. You play with roles that are unexpected, just for a few moments.

*'If I take an **acquaintance** a cup of tea I might say "Did you have a good night?" or something equally 'neutral'. If I take a cup of tea to a **friend** then I may say "Get up you old cow", or "Your Highness's tea", pretending to raise or lower status.'* – Keith Johnstone

Your style of play might be much more subtle than this. You might play more with ideas than roles. But you do play.

Friends = playing with status. So playing with status = friends

It works both ways! This is the key to the **SparkTrust** technique. It tells you how you can make your followers feel like they're your friends.

Your followers on social media are mainly "acquaintances" – they don't feel close enough to you to get personal. They wouldn't dare to jokingly tease you, for instance, in case you didn't get the joke. The warmth and trust isn't there yet. They won't risk it, but **you** can.

- You already raise or lower your status with friends, for a few moments and in your own way
- So do that with followers and they will **feel** you are treating them as **friends**
- They will see the **proof** that you are **trusting** them as friends
- So they will feel more friendly **towards** you
- Or they *might* resist feeling more friendly – but those aren't people who will ever buy from you

I've had my students play like this in workshops hundreds of times. They have fun instantly, but by the end of the session they are deeply bonded with each other, caring and trusting. It's easy!

So how do you make this work in conversations or on video?

When you go live on camera, you already have a topic and something to say. You probably start out either enthusiastic or authoritative. You put people at ease and launch into giving your content or message.

But making people feel at ease isn't what real friends need to do. That's too cautious.

An easy way to make playing with status light and friendly is to switch into and out of authority. **Shift from high to low status and back.**

But being just **mildly** authoritative can be boring and distant. It doesn't show you're **playing** like friends do. How about being more bold? Try playing with status like with a friend.

You could say to your audience, *"You know I'm right! Now go and do your homework or you won't get any supper!"* [very High Status]

This would be outrageous if you stayed serious about it. So switch into it lightly with fun, and out again immediately: *"I'm sorry, I meant 'Please accept my humble advice!'"* [very Low Status]

Do you feel that's **too** bold for you to do? Find your own level of daring, but remember that you're trying to reach out to people who are too passive and distracted. You need to surprise them a bit. Be bold and strong enough to take the lead, and bridge the gap between you.

Shifting status is normal; shifting further is the friendship signal

Remember, in your conversations or videos you are **always** a bit low or high status. You are either trying to please or impress, from moment to moment. The problem is when you get stuck in one status habit.

If you behave with low status you automatically make your audience feel better about themselves – they have higher status. And you also make them feel more competent, so they **could** act on your advice and

get results. For example, *“I took ages to learn this. I’m sure you’ll get it much faster.”* But how can they respect your expertise or get inspired if you **always** behave like you’re inferior?

So you need to behave with **both high and low status**. Keep changing the attitude you show.

Here’s how it could work in a how-to video:

I’ve got a great technique for making coffee to teach you today [enthusiastic high status]. It will give you the greatest coffee you’ve ever tasted [authority high status]. Hi, I’m Tim and I’ve made coffee for the rich and famous [authority high status]. What you do first is take a kettle and put some water on to boil [authority high status].

So far, this is a very typical teaching style. Do you notice how it’s all just high status with authority? Let’s switch it up a bit, gently at first.

Now I’m assuming you know to boil water! Don’t make me come round and show you where the tap is, okay? [overly high status, said with humour]. Is it okay if I just dive in and assume you’ve chosen which coffee to use? [slightly low status] I never know which coffee I want! [low status]. The next step is...

Can you feel how already this is more engaging, with more friendliness? Not **despite** teasing the audience a little about the water, but **because** of it and the rollercoaster of attitudes!

When you play **lightly** with showing different attitudes, you can change status without awkwardness, and it’s fun too.

So **play with roles**.

Play with your audience and make them feel like friends, fast.

That way you’ll, where people do **care**, really **fast**.

Now you know how to kick-start the dynamics of an engaged relationship, in your next live conversation or video of your ideas. So be bold, behave like you're *great* friends, and your followers will feel friendly back to you. They'll look forward to spending more time with you. They'll want to attend your livestreams, and feel your warmth. As you turn them into fans, they'll really care about what you offer, and your impact on the world will spread.

Want some free Practice and Live Feedback?

I've created a free skill-booster for you. Book a *Captivating Communication* session now, and you can:

- Find out safely how you feel doing this **SparkTrust** technique
- Get a kind human reaction, and test how it works for you
- Get positive feedback on how to improve your results
- Learn tips on how other purpose-driven entrepreneurs are weaving moments of impact into their business & video content

<https://calendly.com/momentofimpact>

About Tim Sheppard



Former circus performer, professional storyteller, now coach and changemaker. My purpose is to deepen people's connection, to create community. Here at *The Moment Of Impact* I coach purpose-driven entrepreneurs to connect more authentically with the world, and get the spark that lights up their audience and builds deep connections with their tribe – having the presence, authenticity, confidence and leadership to tell the stories that bring people together. More personal impact gives you more social impact!

Come and Play! – Your own Adventure starts here...

Join other entrepreneurs practising connecting with their tribe

It's time to start playing with better ways of relating to your audience! Find your feet by getting confident about exploring ways to enliven your conversations, Facebook Lives, videos, and livestreams.

Your call to adventure: follow the Boldly Human page on Facebook, where you'll:

- meet other purpose-driven entrepreneurs who are creating a deeper connection in their communities
- get videos of tips and techniques for creating rapport and live engagement, so you can turn followers into fans and customers
- join discussions of how to grow your community and business impact by being Boldly Human and captivating people with your message and purpose whenever you speak

<https://www.facebook.com/boldlyhuman/>