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## I hit a wall...

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Fri, Apr 29, 2022



# ROCKY HERON

{first name},

In a meeting with my team last week, I felt the effects of my beautiful but busy life.

As an entrepreneur, artist, yoga instructor, and songwriter, creativity swirls around me constantly, and I find joy in it.

But, the business side can weigh heavily...

That is when I realized I needed to go outside and play for a bit.

I grabbed my guitar, found some sunlight, and began to play. I let my soul choose the soundtrack.

When was the last time you played and released yourself from the confines of the grind?

This message is your nudge to get out there, find your version of play, and reconnect with the world around you (not just the one online).

Until next time,

Rocky





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**This could help someone become whole...**

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Sat, Mar 5, 2022



# ROCKY HERON

{first name},

These are splintering times, and many people feel alone, but they aren't. Healing and solace exist, and they can regain their peace.

For the second time, I'm going to be a co-facilitator against the beautiful backdrop of Costa Rica's Diamante Valley at the Queer Wellness Collective's, *Remembering Wholeness: A Queer Men's Wellness Experience*.

Although this may not be your demographic, you may know someone who could benefit from experiencing seven days filled with embodiment practices; yoga, meditation, movement, plant medicine ceremonies, and meals with organically grown ingredients. The aim of this inclusive retreat focuses on their mind, body, and soul's nourishment and revitalization.

You may have a family member or loved one who can benefit from the acceptance of being in a community of people who understand him while being surrounded in a safe space to unburden.

If you have that person pictured in your mind's eye, do me a favor and forward this email to them.

The event date is swiftly approaching, so please send this email to them so they can join me in Costa Rica and feel whole again.

**The retreat begins in just a few weeks from March 21-28th, and we only have a few spots left.**

[Click here to learn more](#)

With deepest gratitude,

Rocky



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## Reading a teleprompter—a skill you need in your back pocket!

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**Hi {first name},**

### **Reading A Teleprompter—Not Just for Celebs Anymore!**

You gotta love this new media landscape! Skills that traditionally were used by industry professionals are now mainstream.

Trust us when we tell you, using a teleprompter is a back pocket skill you'll be glad you learned! Scroll down to see the video.

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This Week's Blog: Presenting Virtually Can Feel Awkward—These 8 Essential Tips Will Help You

Even after a year of remote work, there's still more you can learn to improve your virtual presentations! Let's go over all the essentials to ensure you wow your audience, grab their attention, and keep them engaged!

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In this day and age you never know when you might be asked to appear in a social media video, present last-minute in a webinar, or be in any number of other media engagements.

Well, {first name}, learning how to read from a teleprompter will make your life a lot easier!

Reading from a teleprompter will make you appear confident and engaging while still connecting with your audience through eye contact. Most importantly, you will stay on topic!

Did you know?

A new study found that eye contact during online posts and videos can elicit similar positive psychophysiological responses like those in genuine, in-person eye contact.

That's why teleprompters are so integral—no more looking down to glance quickly at your notes and losing your audience and concentration. You will be lock-step with the camera, and the audience will be right there with you!

Using a teleprompter is a game-changer, Fia will teach you how to learn this skill to propel you to the next level. You'll be using a teleprompter like a professional before you know it!

# Hi Keith,

## **Present With Pizazz— Bring Broadway to the Boardroom**

The world of theatre is filled with spectacle, amazement, joy, and most importantly, the ability to hold the audience's attention for hours!

To keep your audience enthralled and engaged we suggest you take some cues from the mecca of live entertainment—Broadway!

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### **This Week's Blog: Can A Public Speaking Coach Help You Bring Broadway To The Boardroom?**

**Preparing for your presentation is a great idea. Preparing with a coach is an excellent idea! As well as key public speaking skills, our coaches can teach you techniques used by performers that will elevate your presentation to a level of artistry and professionalism that will make you stand out in the boardroom. Check out this week's blog to learn how you can make your presentation unforgettable!**

**[Read The Blog](#)**

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**Did you know?  
Studies show that 10 minutes after an average presentation ends, only 50% remember what was said. Then, 24 hours later, only 25%. By the weekend, 10%. But by learning performing arts techniques, you can dramatically increase those numbers!**

**Broadway actors impact their audience with their larger-than-life performances. By using some of their best practices in the boardroom, you will stand out and become memorable.**

**In this week's video, we share some must-have techniques from Broadway to engage and electrify your presentation—watch now to strengthen your skills today!**

# Hi Sharon,

## **Panel Discussions Are A Content Gold Mine: Which is Why You Might Be On One Soon**

Because 86% of businesses use video as a marketing tool, panel discussions are a great way to get experts together and talk about hot-button topics that will be viewed by millions.

This has led to an increased demand for panels on live segments, podcasts, events, webinars, and a whole host of other mediums. The request could come from an external source or even from your own marketing department.

**This means you need to be ready.**

Imagine this, it's Monday morning, and you open your email to find a request to be a panelist in an upcoming panel of your industry peers. YES! But also, now what?

As you close the email in excitement and nerves, Sharon, questions begin flying into your mind: How should I prepare? What should I wear? etc.

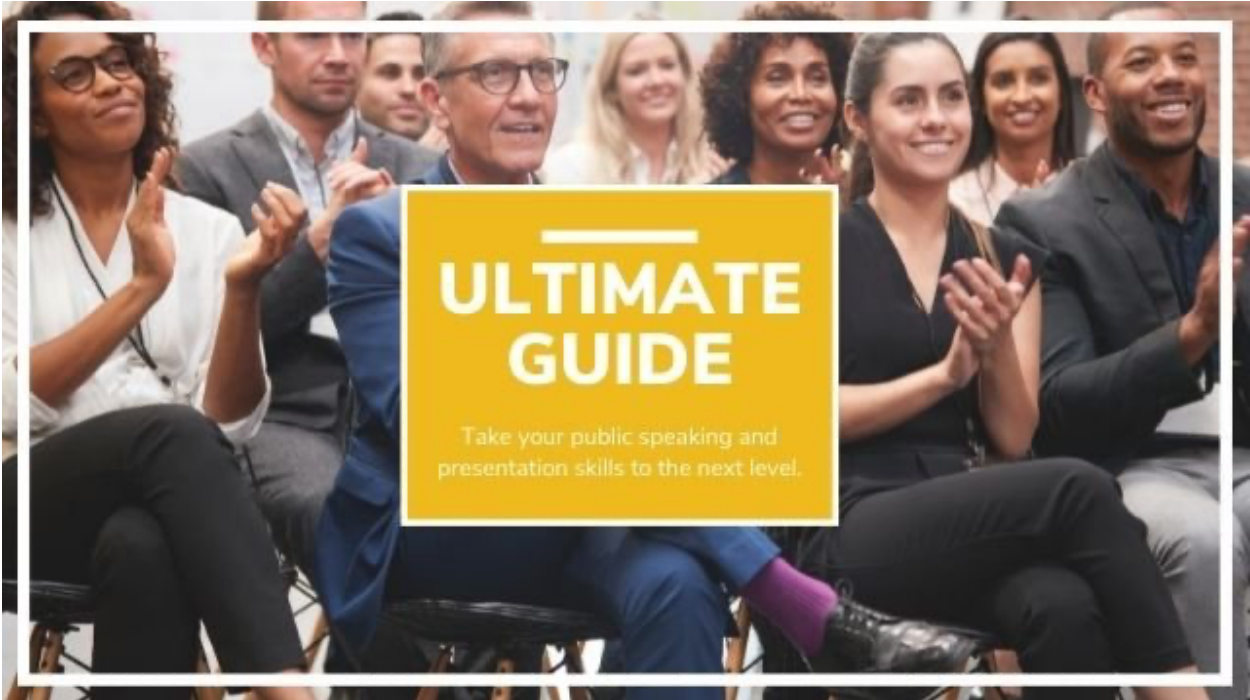
But what you should also be asking is questions like:

- Who are the other panelists?
- Who will be the moderator?
- And is this in-person or virtual?

Here's the thing, you have a powerful, unique perspective, which is why they asked you to join the panel. And the audience is expecting to get valuable insights from your expertise!

Our latest video covers valuable skills to elevate how you come across in the panel discussion and help you captivate the audience's attention. You are one click away from becoming the MVP at your panel discussion!

**In case you missed it—check out the Ultimate Public Speaking and Presentation Guide!**



We've condensed 20+ years of public speaking experience into this valuable guide. You can find tips for your panel discussion and beyond. Sharpen your skills now!

**Read Now**

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Hi {FIRST NAME},

## Confidence & Control: The Two C's in Media Interview Success

Your media interview appearance is here! You have prepared by researching your topic, rehearsing **your messaging**, choosing your best outfit, and now, **despite all of this, you may still feel like** a ball of nerves—**that's normal!**

Remember this simple fact; the audience wants to hear what you have to say! You have something they need—knowledge.

So, shift your mindset from thinking about your nerves to about the valuable content you'll bring to your audience.

This will help bring your blood pressure down a smidge.

Secondly, {FIRST NAME}, realize you are the VIP of the interview! The moment is yours, and you are in control. Yes, the interviewer will ask the questions, but you choose how to answer, the response speed, and how the interview flows.

Your audience will sense your authority, feel your confidence, and will be locked in.

*Did you know?*

*Scientists have found that human brains are programmed to value the opinions of confident people more highly.*

To seal the deal and propel into media interview success, click on Fia's latest video below to learn about the other tools in her toolbox! Be great!