

A close-up, slightly blurred photograph of a desk. In the foreground, a silver pen lies on an open notebook with a grid pattern. To the right, a rose gold smartphone is partially visible. In the background, a white coffee cup filled with dark coffee sits on a saucer. A laptop is also visible, partially obscured by the notebook. The entire scene is framed by a white border.

PRE-SHOW WARM UP
FOR THE ENTREPRENEUR

Now before you write me off as a complete nut job, I need to stress the importance of "the moment before". Before entering the stage, actors ask themselves, "what happened before". They understand that they are not living in a vacuum. Before they say these words or sing a song or do a dance, something happened in the past that prompted this response.

Your content shouldn't come out of nowhere.

You shouldn't post just because you "need to post today".

In order to come across in a confident manner, every post needs to feel justified. Every piece of content needs to feel purposeful. You don't just talk on Periscope. You turn on your camera because you have something you need to say. Something that cannot be conveyed through one image or 140 characters. There is something pressing on your mind and you need time to get it out.

My most engaged livestreams typically start as a rant. Something I needed to get off my chest. If that doesn't come naturally to you, getting out of your own way and grounding yourself may do the trick. That's the purpose of this warm up. Relive tension & get out of your own way so you can feel free to create.

STRETCH

- Slowly roll your head in a circle clockwise, then counter clockwise 3x each
- Roll your shoulders back then forward 3x each
- Stretch out your arms to your side forming a T with your body and then wrap your arms around you hugging yourself 3x
- Roll down to a forward bend, hold for 10 seconds and then roll up

PAT DOWN

Lightly pat down your body starting with your arms and working your way down your legs to release tension (this includes your butt, most people carry a lot of tension in their butts believe it or not).

BREATHE

- Take five big breaths slowly
- Then five more at twice the speed
- Finally five more at four times the speed

The purpose of these breaths is to clear out the stale air in your lungs.

LAY STILL

Finally lay still. Shavansa. Lying on the back, the arms and legs are spread at about 45 degrees, the eyes are closed. Stay here for at least 5 minutes. Then roll over to your side and gently sit yourself upright.