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**TURNING
CRITICISM
ON VIDEO
INTO
FUEL!**

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**Secret F.U.E.L: How to use
Beyoncé, a Ted Talk, and
Harvard, to Turn Criticism
on Video into FUEL!**



Let's face it, getting a negative comment from someone when you show up on video can feel like a punch in the gut, right? No one likes to feel judged, or like what they're doing doesn't "look good" or "feel good" to others, so how do we not let this stop us from getting on video?



Here are four steps to practice flipping the script, and using the negativity for F.U.E.L.

1 Feel your feelings and transform them!

For example, you post a video, and someone comments, “wow, you are really boring to listen to.”

As you see the comment, you feel a pit in your stomach from sadness and embarrassment, because you’re reminded of when a classmate in high school said you were “uninteresting.”

Instead of pushing the sadness and embarrassment away pretending you aren’t affected or judging yourself for feeling that way, recognize the feelings and notice all the thoughts that come along with them, like:

“This is why I’ll never do a video again!”

“What am I doing, no one wants to listen to me!”

Next, transform the thoughts by feeling them, sitting with them, and allowing them to pass by knowing they are 100% normal.

At this point, you have three choices:

- » Wallow in the thoughts and feelings from the criticism, and never do a video again.
- » Ignore the criticism, taking away no insight or use.
- » Use the criticism as Fuel for Development.

I trust that you will choose the third choice 😊 (After all, you did grab this resource to help you, right?)

Here is a technique to help you feel and transform your feelings when you receive criticism:

- » Take out your journal and write the comment.
(* Anytime I say to write, I mean physically write because research shows that putting pen to paper helps us learn and remember better than typing!)
- » Write down exactly what you felt physically when seeing the comment.
- » Write the thoughts you were thinking.
- » Take a deep breath and say, “I accept these thoughts and feelings and will use them as Fuel for my Development.”

Now for some more inspiration, Check out how Beyoncé uses Criticism in this video:

[How Beyoncé uses Criticism](#)



2 Use the Criticism as a gift for your growth!!

Realize that putting yourself out there means opening yourself up to criticism. After feeling your feelings, ask yourself, “is there any part of their criticism that I can use for feedback to help me improve?”

If the answer is “No,” because the comment was out of context and made for the sake of negativity, then brush it off and move on. If the answer is “Yes”, then follow the exercise below:

Using the previous example with the comment, “Wow, you are really boring to listen to,” watch back your video and think about how their words could help you grow.

- » Could you use more energy?
- » Could your pace be a bit quicker?
- » Would a smile make the video feel warmer?

After answering these questions for yourself, ask a trusted friend or confidant to watch the video and give their honest feedback as well.

Make written notes of your feedback and the feedback of your friend to use as guidance for improvement when you create your next video.

Check out this Ted Talk on How to use others’ feedback to learn and grow | Sheila Heen | TED

[Click Here](#)  IDEAS WORTH SPREADING



3 Empower yourself through movement and practice.

The only way we become more immune to the opinions of others is by feeling confident and comfortable in what we're doing, and practice helps us do that. **Research shows a direct connection between physical activity and increased self-esteem**, so before you get to practice, put on your favorite tunes and move your body to invoke confidence!

Even the act of moving through power poses, like the "Wonder Woman" which is an open stance with fists on the hips, can make you feel more powerful and in control. **A Harvard Study Shows** this is not a myth, and you can check out that study here:

The Benefit of Power Posing



After you get the positive energy moving throughout your body, it's time to put in the work, and here are **3 EXERCISES** to do that:

The first exercise can be done every day:

- » Use your camera phone to do quick videos- thirty seconds to one minute- talking about anything you choose.
- » Rest the camera on a windowsill as you face the window, and then watch back the videos. These videos are only for you as a study guide.
- » The point of this exercise is to get you used to seeing yourself on video and get a feel for how you talk and carry yourself when the pressure is off. Take notes of what you see such as, "I talk with my hands," "I'm not looking right at the lens," or "I speak very clearly." We often tend to be our own worst critics, so the more you get used to watching yourself on video, the more you can begin to view your videos objectively, without ripping yourself apart!

This next exercise is a fun one:

- » When you get a text message from someone, instead of texting, send them back a video message as a response.
- » This gets you comfortable with being on video, and is also a nice surprise for the person on the other end of your message!

The last exercise is all about taking Imperfect Action:

- » Do a live video twice a week on social media, imperfectly, (which means even when you feel nervous, or don't feel completely ready.)
- » By doing these videos when you don't "feel like it", or "feel ready", you prove to yourself that you can do them in spite of fear, and that develops confidence within you!





4 Lean into Celebration!

If people are criticizing you, that means you are WORTH WATCHING! Every time a negative comment surfaces, take out your journal, write the comment, and then free-write about your gratitude for the comment, and how it's helping you to get better!

- » Celebrate that you have the courage to do what many people won't because they are afraid to get on video.
- » Celebrate that people are watching what you are putting out there.
- » Celebrate that their comment is your F.U.E.L. to grow and be your most genuine self on video.

Check out this behind-the-scenes clip of Steve Harvey talking about the “Haters”!

[Click Here](#)



Now get ready to shine on video, welcoming any and all criticism because it will serve as your F.U.E.L!

For more guidance in overcoming your nerves on video so you can be yourself and create the Connections, Impact, and Income you want, go to my website and check out my course, "Connecting on Camera."

I'd love to connect with you so feel free to reach out to me:

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