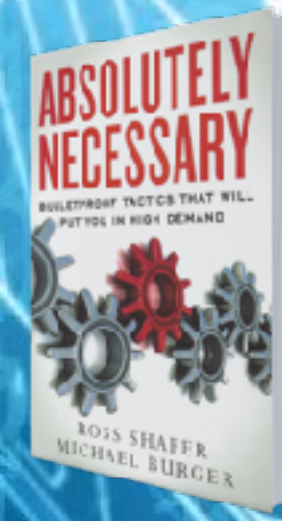
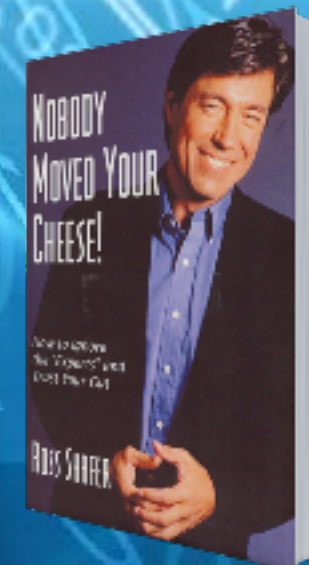




Ross Shafer

How to Crush It On-Camera





**Nervous?
Scared?
Frozen?**

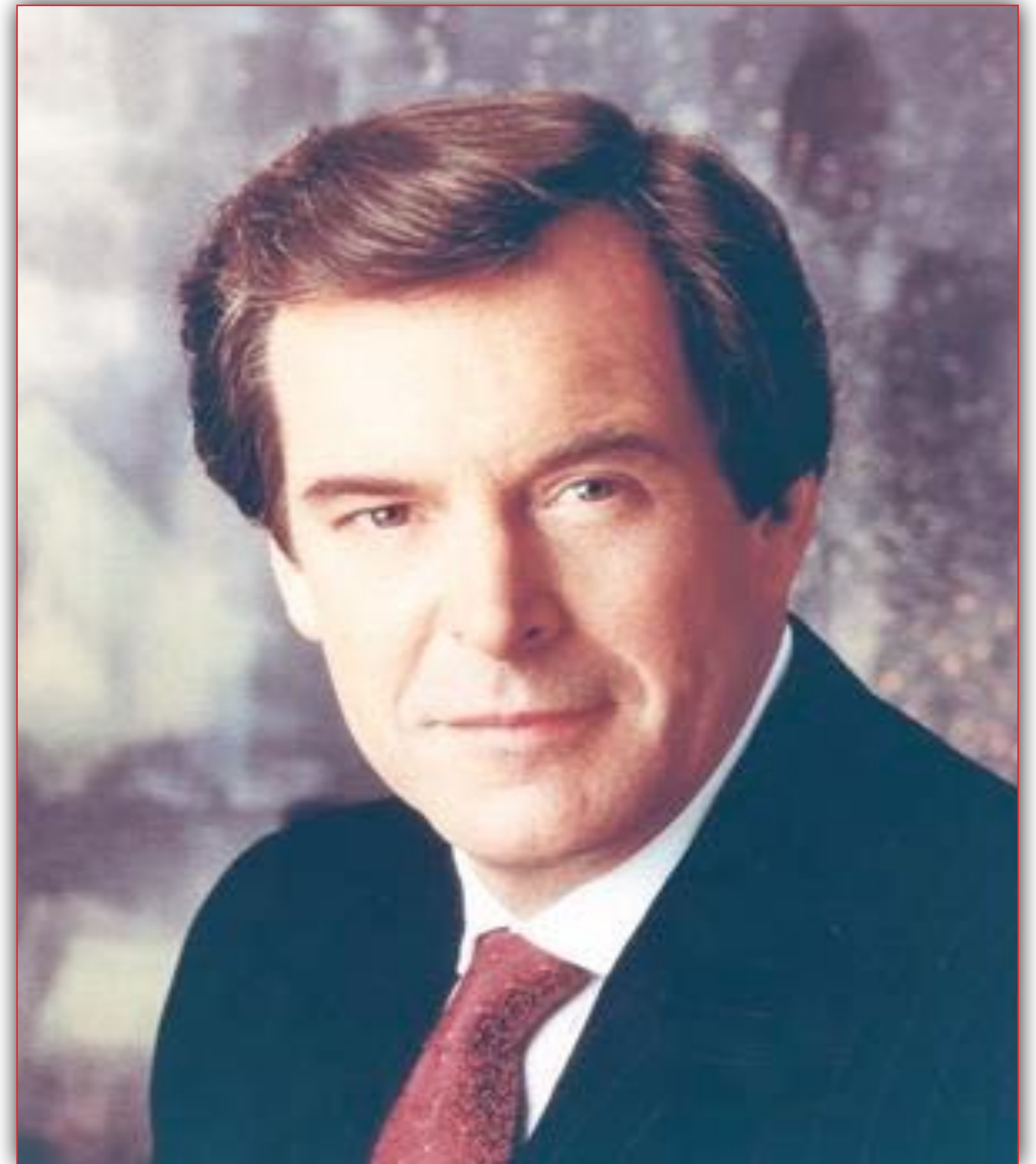
Johnny Carson Behind the Curtain



**Wait, the Camera is
NOT Your Friend?**

**“Never forget this...
the Camera is always on.”**

Peter Jennings





CURRENT:
Knowing
Skinny
Jeans are
Popular



RELEVANT:

Knowing

They're

NOT for

YOU



MAKE YOUR

VIEWER

FEEEL

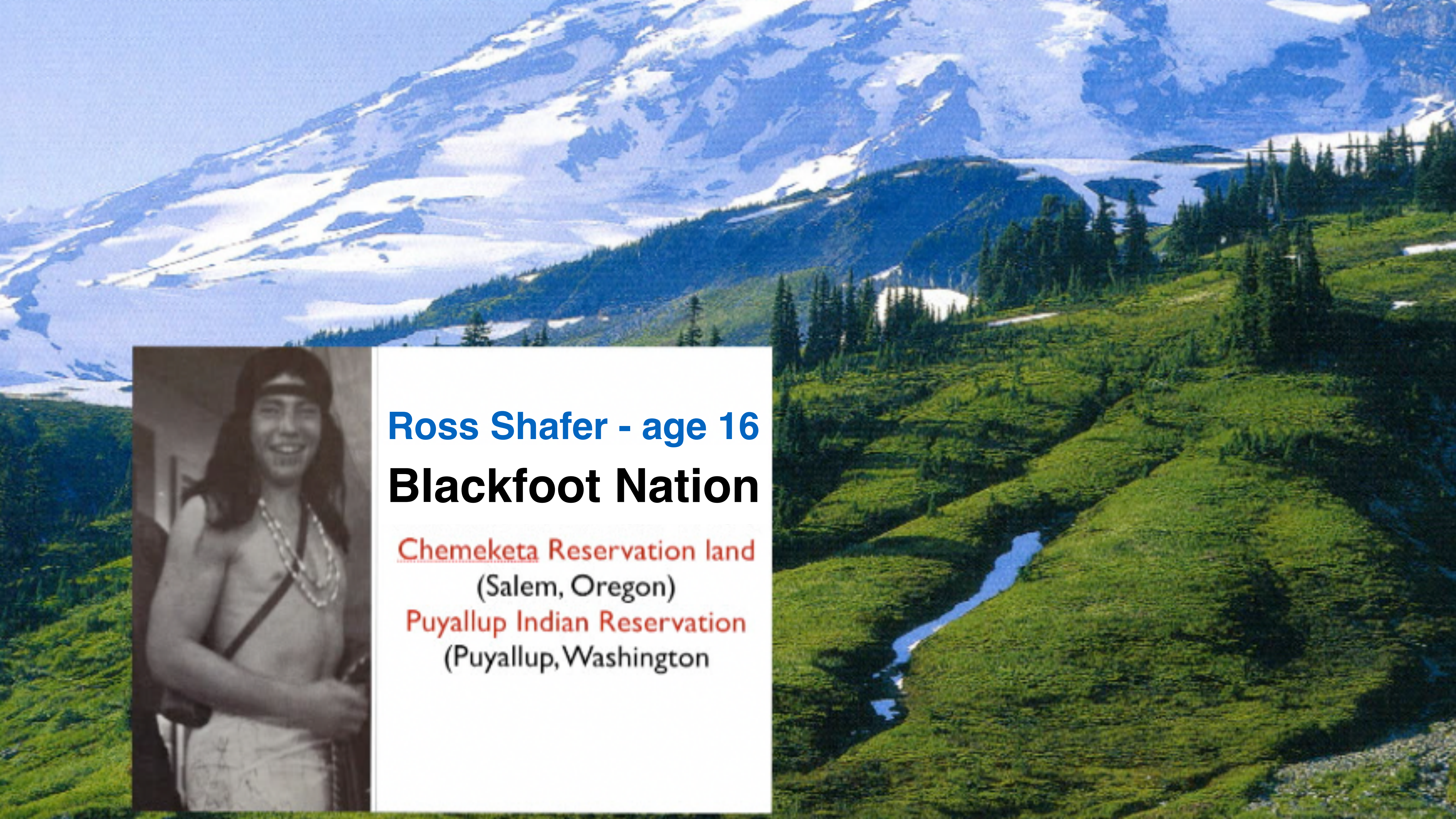
SOMETHING



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Want to Get Famous?

**DISCIPLINE &
EMOTION**



Ross Shafer - age 16
Blackfoot Nation

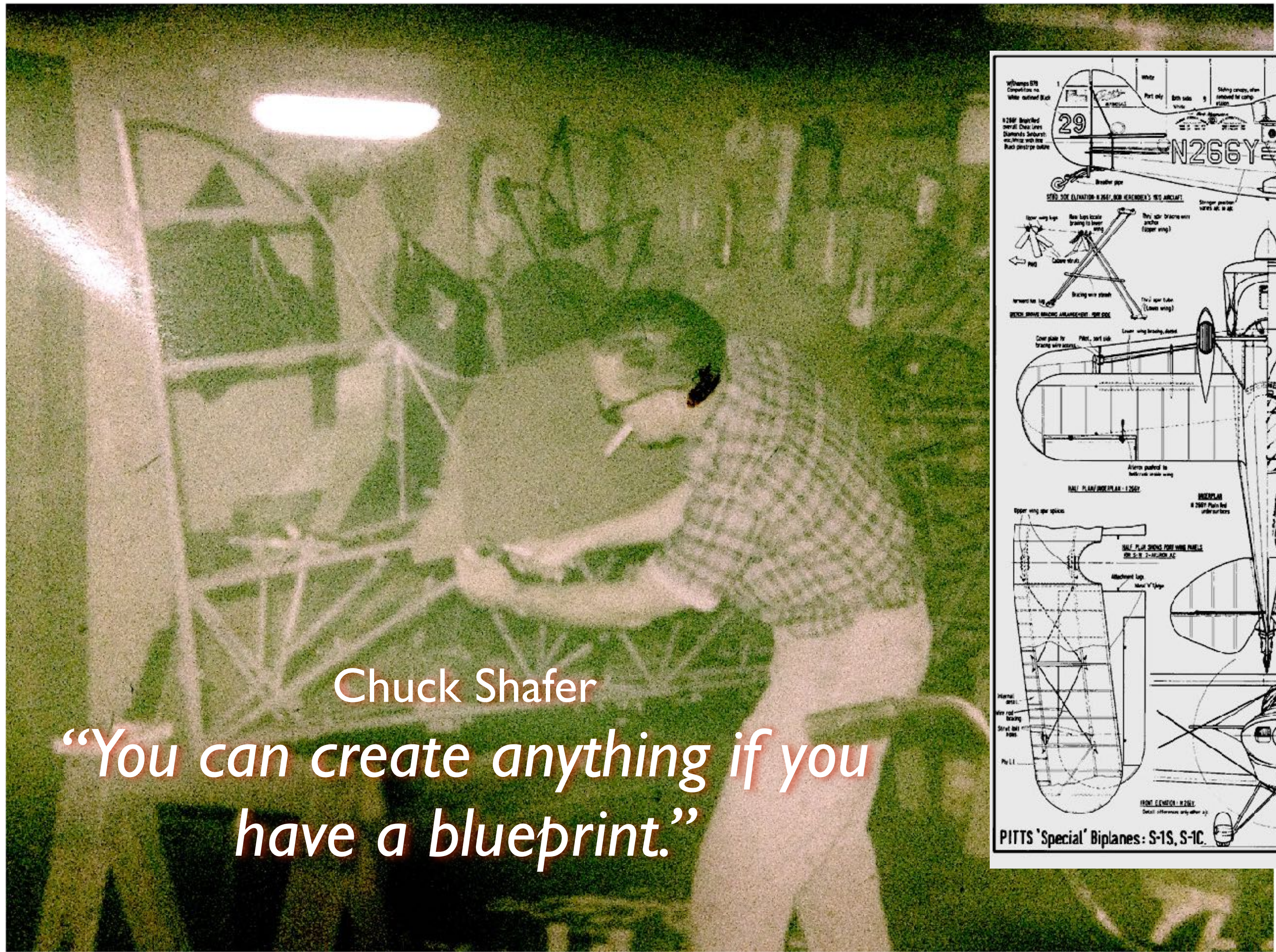
Chemeketa Reservation land
(Salem, Oregon)
Puyallup Indian Reservation
(Puyallup, Washington)



**Follow
the
Tracks
of the
Herd**

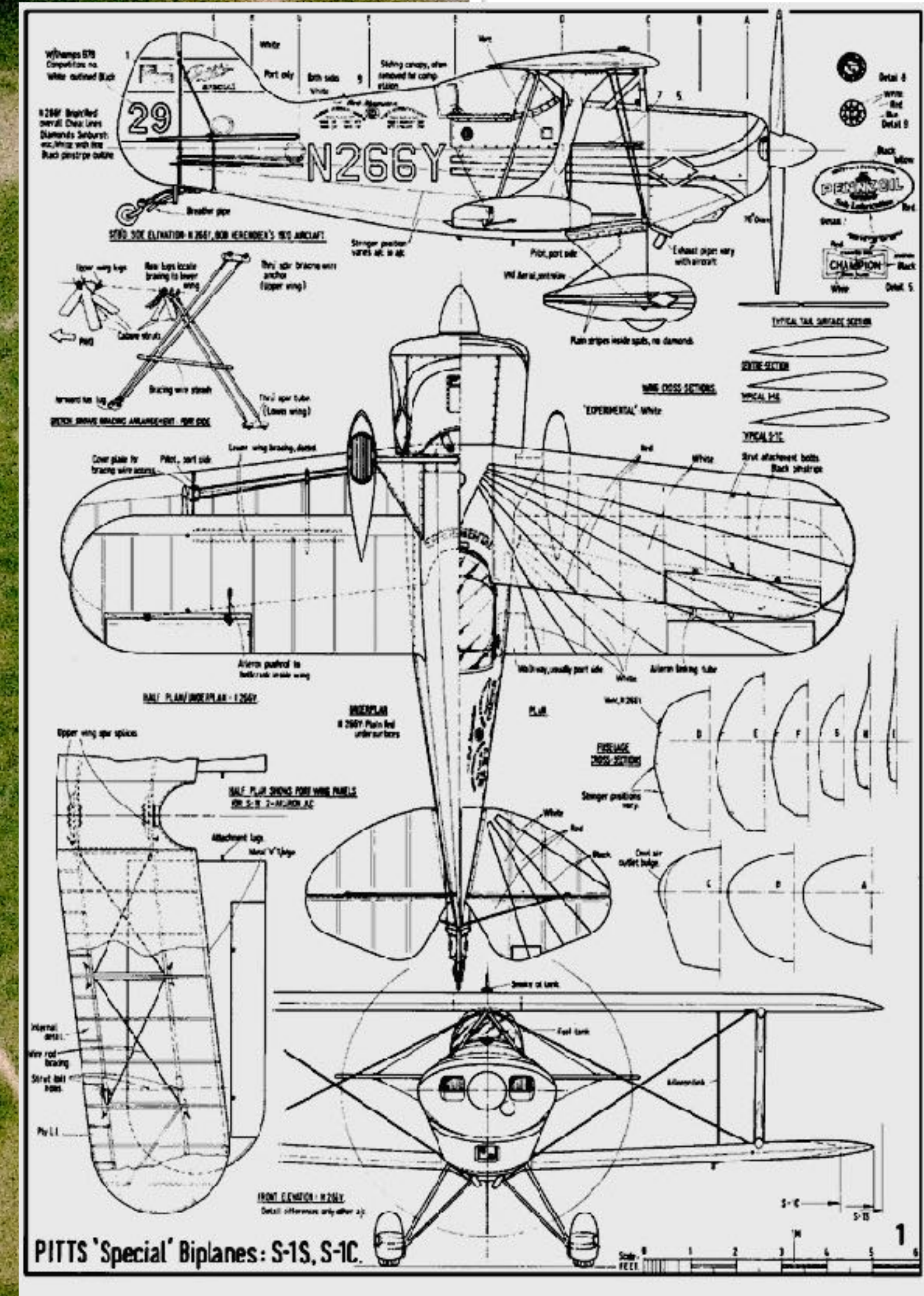


Chuck Shafer 1927-2001



Chuck Shafer

“You can create anything if you have a blueprint.”



Maiden flight - May 1971



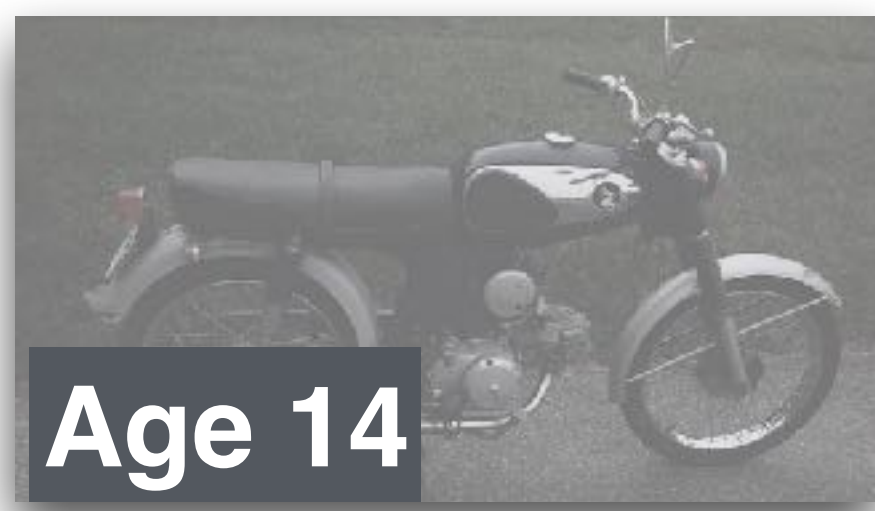
“Fear is the enemy of success”

CHUCK SHAFER

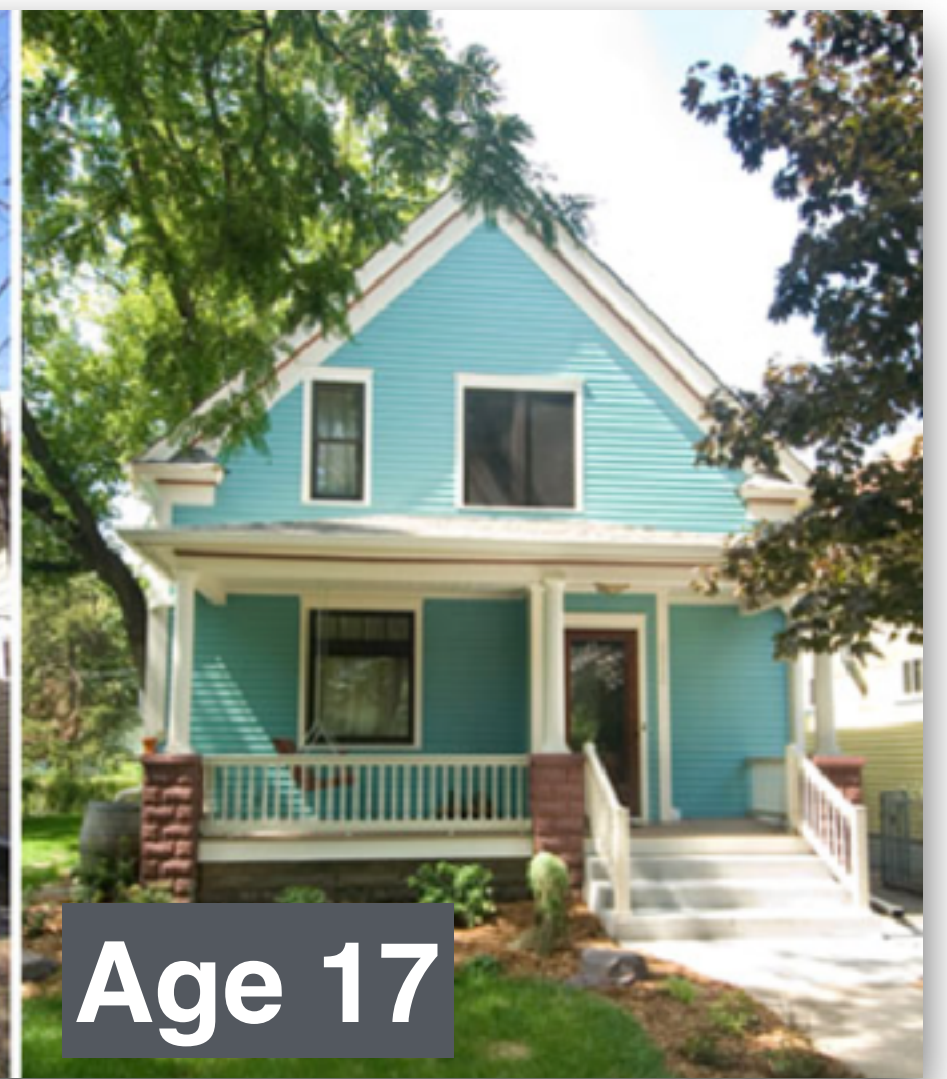




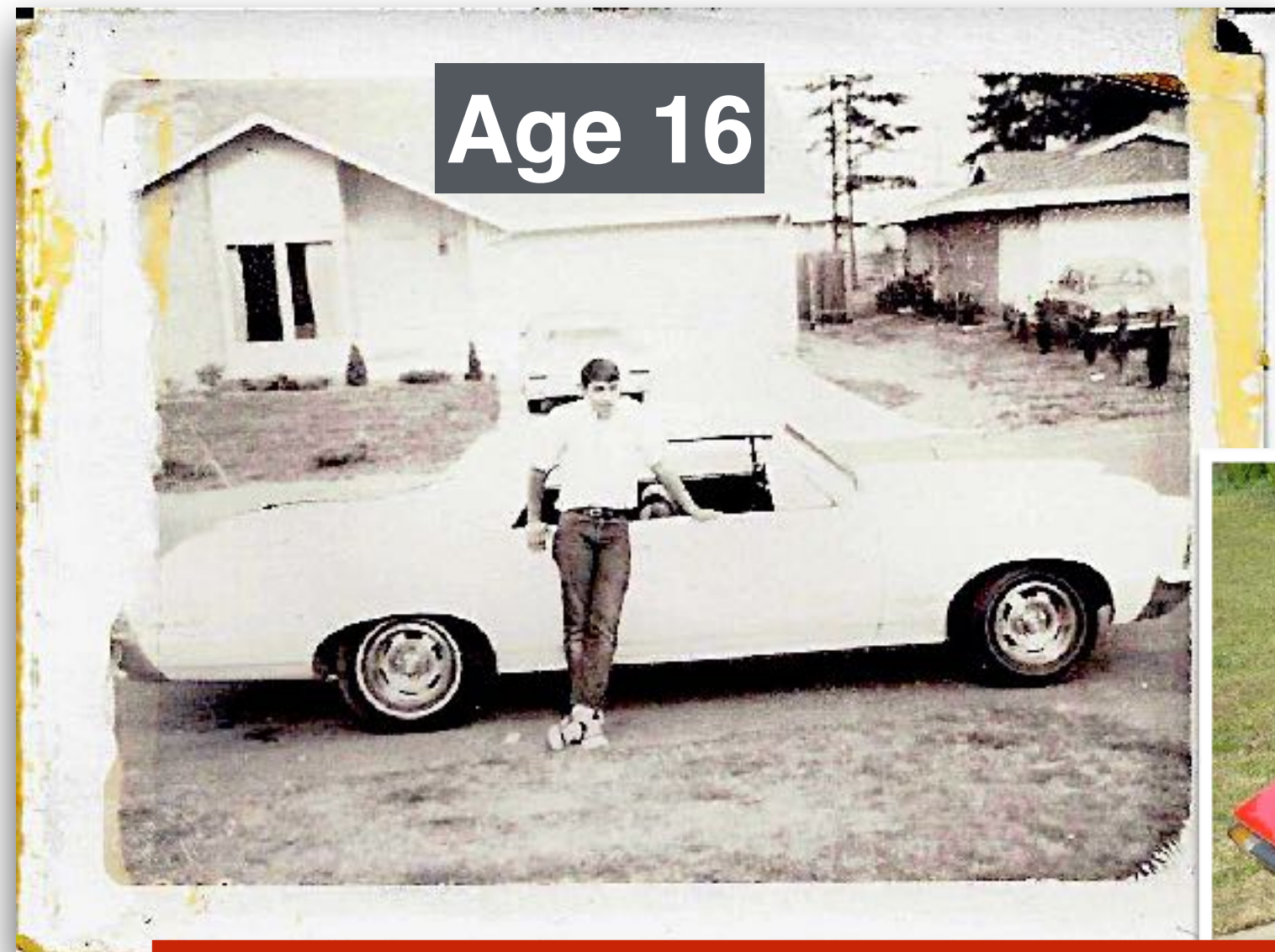
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



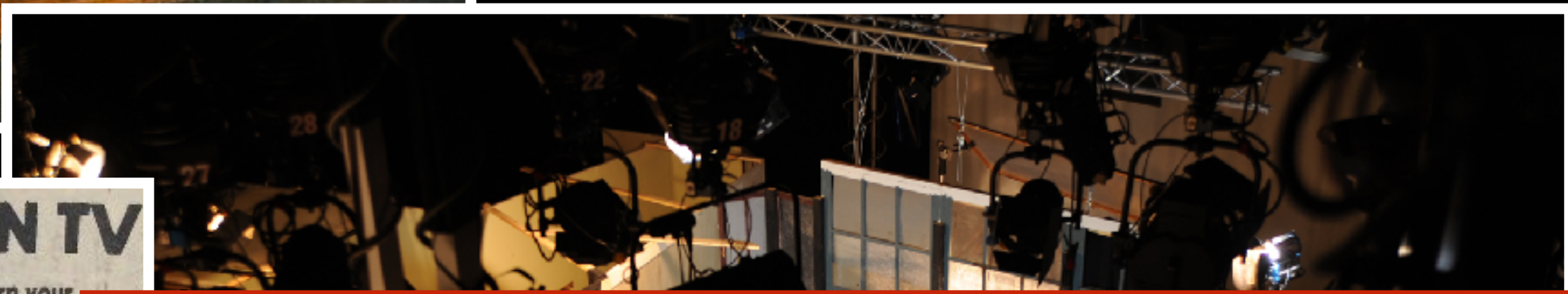
Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

AS LOW AS \$997

SOUNDS O.K.

For Home Demonstration Information CALL COLLECT (206) 848-8300

119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup




TV & Film Production



The background features a complex overlay of architectural blueprints in white lines on a blue gradient. Interspersed among the blueprints are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a technical and digital aesthetic.

Discipline & Detail

**Business Owner...
to Standup Comic**



**The Shafer
“Blueprint”**

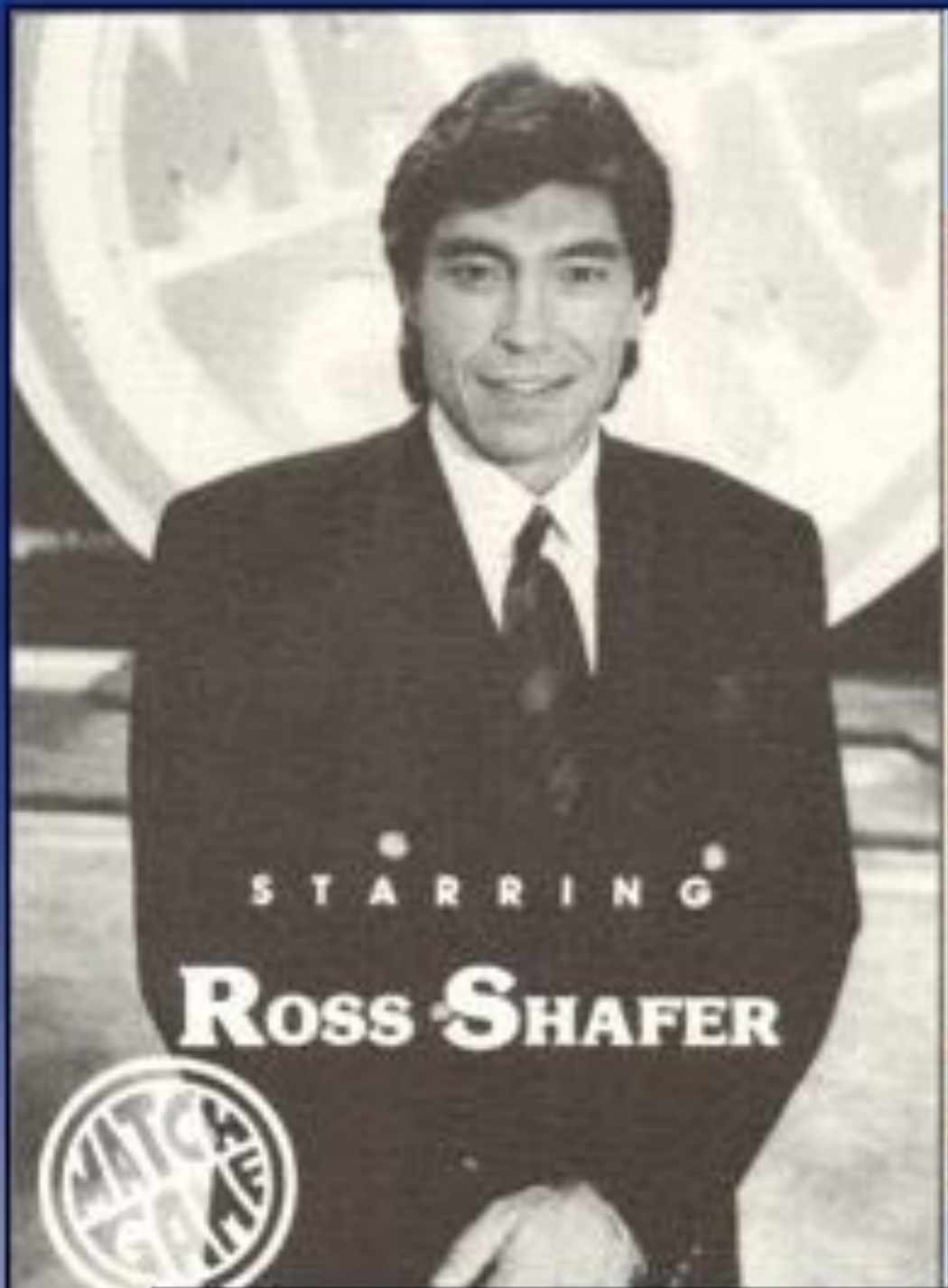


**THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER**

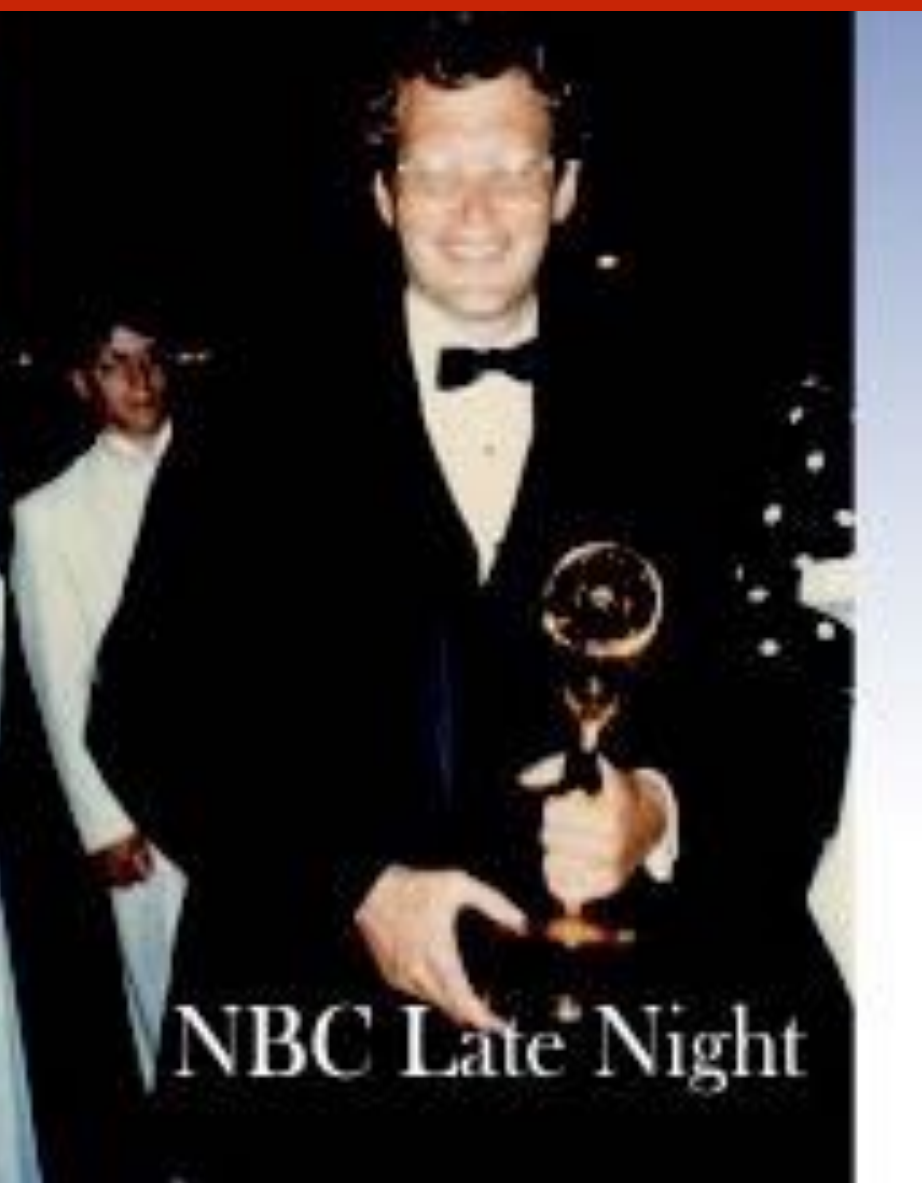
The logo for Laugh Factory features the word "Laugh" in a large, bold, black, stylized font with a white outline. Below the "Laugh" portion, the word "FACTORY" is written in a smaller, black, sans-serif font, with each letter contained within a white rectangular box. The entire text is set against a large circular background that transitions from red at the top to yellow at the bottom, resembling a sun. A registered trademark symbol (®) is located to the right of the word "Laugh".

Laugh
FACTORY

®



Talk & Game Host



World's Greatest Shooter



1,127 Free Throws in a Row



ALL SWISHES





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and cross-sections. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

STUDY (Obsess)
ABOUT THE BEST

Johnny Carson Behind the Curtain



**What's Your
Mindset
when the
Red
Tally Light
Goes On?**



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Make an Intentional Transformation



Make Love to the Camera



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**You Must Have
a Studio & Editing**



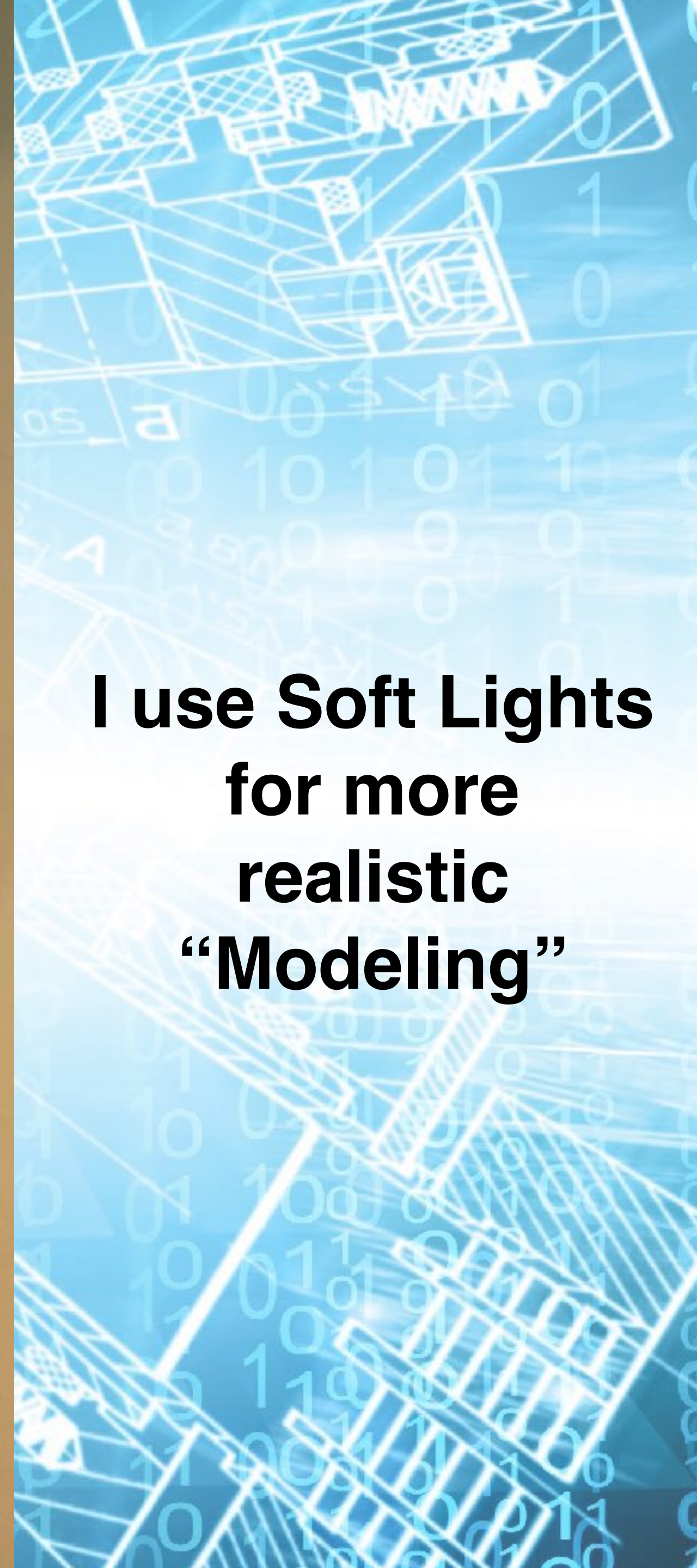
**Light Kit (6 Pieces)
w/ Stands
\$139.00**

**Camera Tripod
\$79.00**

**Green Screen
w/ Stands
\$99.00**



**I use Soft Lights
for more
realistic
“Modeling”**



Canon Vixia HF R82 3.28 MP Camcorder - 1080p

★★★★☆ 135 reviews

GET \$5 OFF THIS ITEM

\$5 Off \$100 from SSEPhotoVideo. Expires Jun 30 2019.
Discount applied at checkout. This offer may be combined
with others. [Shop all sale items.](#)

\$349.00



**Sennheiser Wired
Microphone
\$129.00**

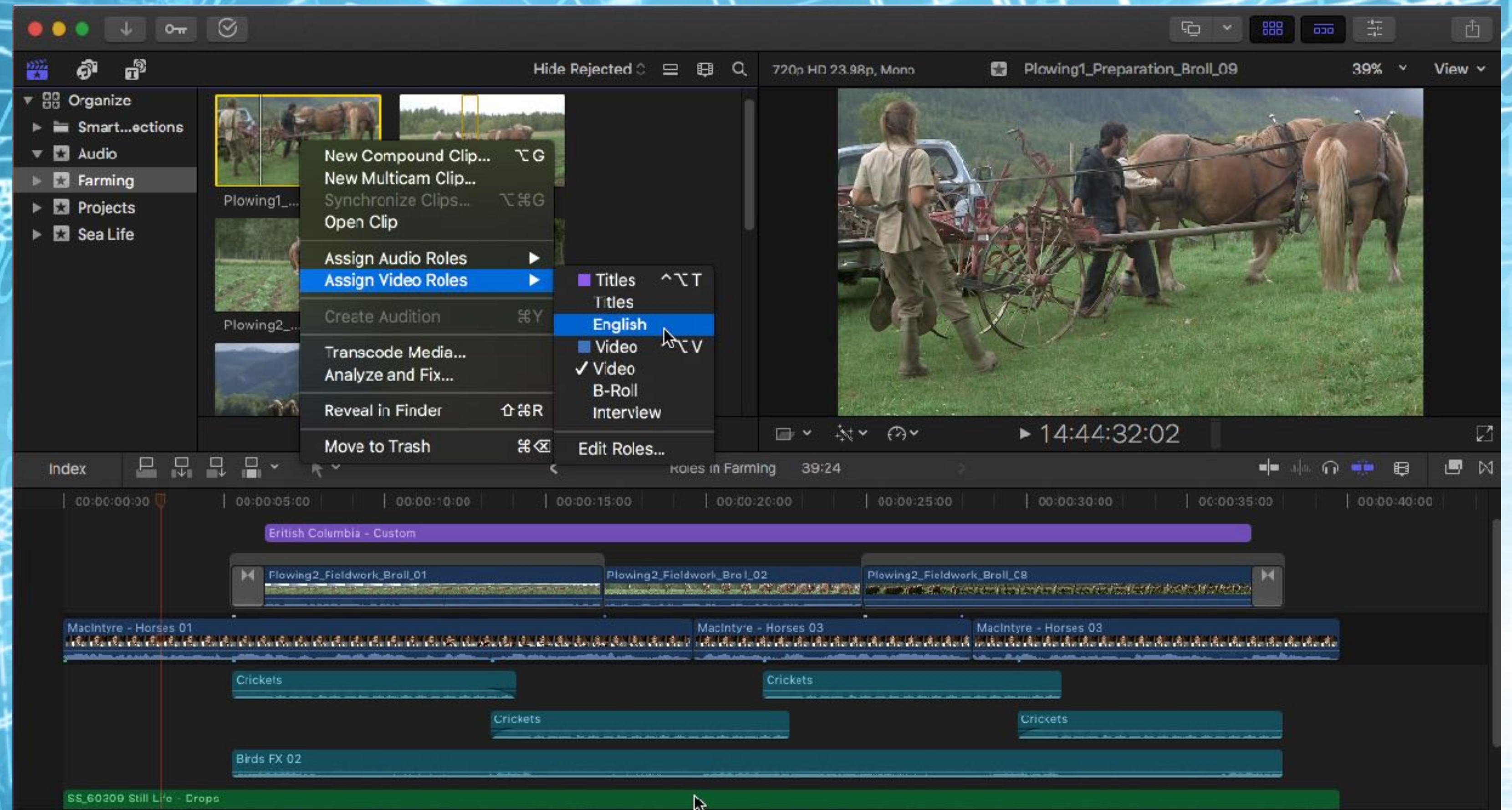
**TelePrompter
mounts camera
to tripod
\$149.00**

**iPad Rolls
the Script.
\$499.00**

**TelePrompter
Software
\$29.95**



Linear Video Editing Software



\$499


\$239



Adobe Premiere Pro



Spray Make Up by DIOR

The background features a complex overlay of architectural blueprints in white lines on a light blue gradient. Interspersed among the blueprints are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a technical and digital aesthetic.

TOTAL STUDIO COST
\$1,975

The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various geometric shapes, circles, and lines, suggesting a mechanical or architectural design. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Your Promo Video
Needs to Compete w/
Hollywood**

ROSS SHAFER

MARKET
SHARE
LAZY COMPETITORS
ROSS SHAFER

SHOOT'S
Back!
11 Big Changes You Need to Make
if You Want Their Lifetime Loyalty
Ross Shafer

A BOLD BLUEPRINT
RAISING CUSTOMER SCORES
NO MORE
CUSTOMER
FRICTION

Improved Status of
Customer Service
How to Get There
ROSS SHAFER
MICHAEL BURGER

Improved Status of
Customer Service
How to Get There
ROSS SHAFER

SUCCESS:
IT'S ON...
ROSS SHAFER

NOBODY
MOVED YOUR
CHEESE!
ROSS SHAFER

BEHAVE
LIKE A
STARTUP
ROSS SHAFER

Are You
Relevant?
ROSS SHAFER



**MAKE YOUR
VIEWER
FEEL
SOMETHING**






The background is a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of binary code (0s and 1s) in a lighter blue color, creating a digital and technical atmosphere.

**Fast, Custom Videos
to Lock in the Gig**

(Grey Space)

A man in a dark suit and tie is speaking at a conference. The background is a large, dimly lit room with many people seated at tables, some of whom are looking towards the speaker. The lighting is focused on the speaker, making him the central figure.

ROSS SHAFER
Leadership Author/Speaker

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Use Video to Explain a Mistake

WEEK #1



Authentic People Go Viral

Steve Spangler

643,230 subs

691 videos



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Grant Cardone
988,230 subscribers
4,261 videos

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Kevin Nealon

148,000 subscribers

98 videos



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Jocko Willink

358,000 subscribers

381 videos

time is running out.

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering theme.

Evan Carmichael

1,875,000 subscribers


5,769 videos



The background is a vibrant blue gradient. It is overlaid with a complex pattern of white technical drawings, including architectural cross-sections and mechanical diagrams. Interspersed among these drawings are vertical columns of binary code (0s and 1s), suggesting a digital or data-driven theme.

Can an Executive Go Viral?

Jonathan Bush
CEO Athena Health

A man with dark hair, wearing a blue t-shirt, is sitting in an office. He is looking directly at the camera. The office has wooden cabinets, a desk with a printer, and a leather office chair. A glass display cabinet is visible on the right side of the frame.

ROSS SHAFER
Leadership Author/Speaker

The background is a complex technical drawing or blueprint, rendered in a light blue color. It features various geometric shapes, lines, and circles, typical of an engineering or architectural plan. Overlaid on this drawing is a pattern of binary code (0s and 1s) in a slightly darker blue, creating a digital or data-driven aesthetic. The overall composition is dense and technical.

**Some People are
Just Naturally
Compelling**

A
PREMIERE
PRESENTATION
OF
THE AWARD WINNING SLAMDANCE 2004
FEATURE DOCUMENTARY

2004
Audience Award Best Feature!

"This movie might just make you a
better person. Think about that."
eFilmCritic.com

BIG CITY DICK

RICHARD PETERSON'S FIRST MOVIE

"...Absolutely Fun To Watch..."
Ain't It Cool News

PHOTOGRAPHED, PRODUCED AND DIRECTED BY

(Richard Peterson)



What is YOUR Identifying...

- Attitude ?
- Point of View ?
- Character ?

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**The Customer Often
Identifies Your Brand
For You**

A photograph of Rodney Dangerfield, an older man with thinning hair, wearing a dark suit, white shirt, and red tie. He is standing in front of a background of vertical wood paneling. The image is framed by a blue border with white technical drawings and binary code. At the bottom, his name is written in a stylized font.

Rodney Dangerfield



Joan Rivers

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

What You Say Matters!
Write it & Rehearse it.

The background is a vibrant blue gradient. It features a complex overlay of white technical drawings, including cross-sections of mechanical parts and architectural plans. Interspersed among these drawings are streams of white binary code (0s and 1s) that appear to be moving or cascading across the frame, creating a sense of digital data flow.

**“Every syllable
matters”**

Jerry Seinfeld

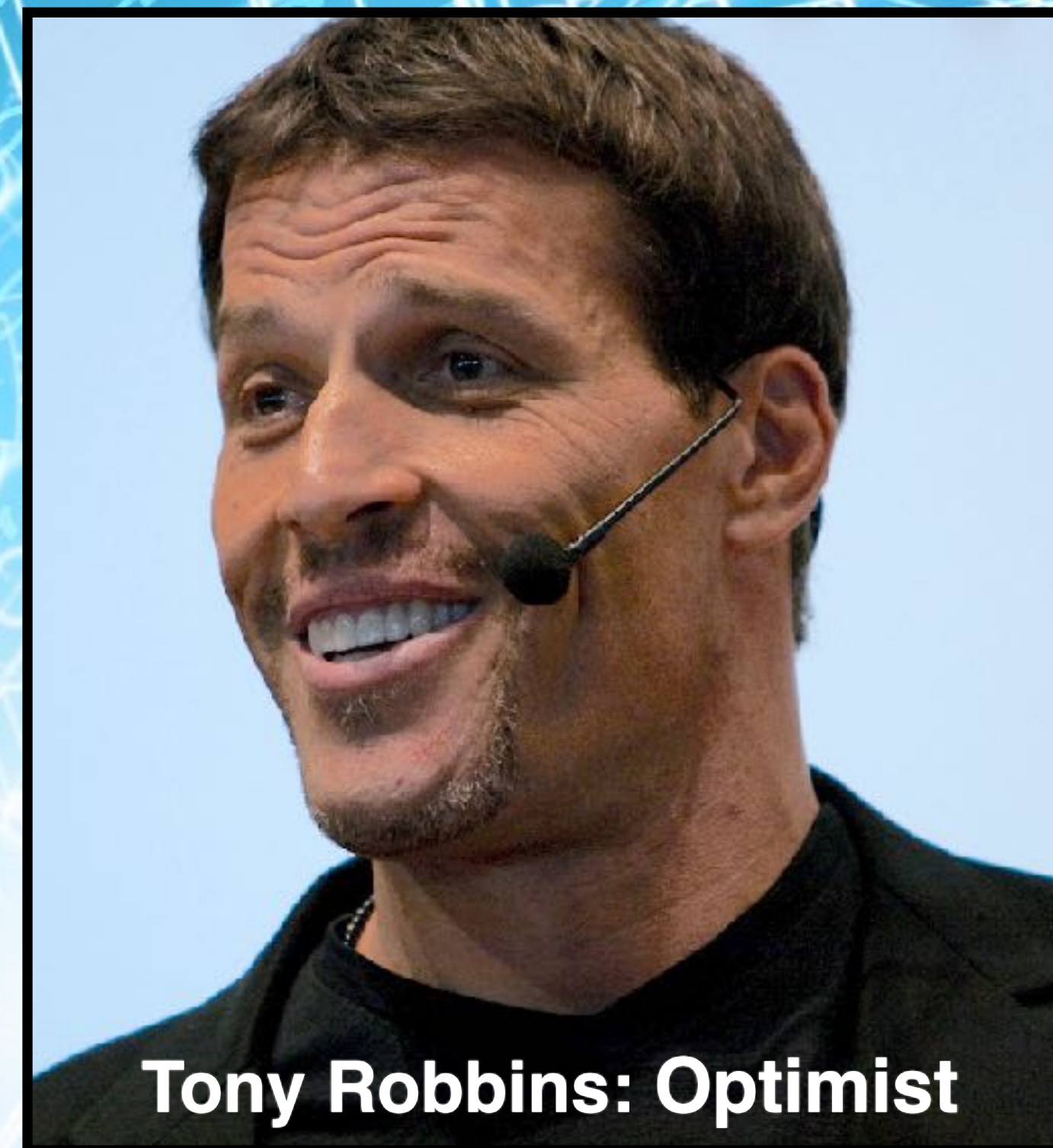


The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

WRITING JOKES?

**Find the Punch line,
First**

Pretentious, Jail, Safe, Rich, Cliche



Tony Robbins: Optimist

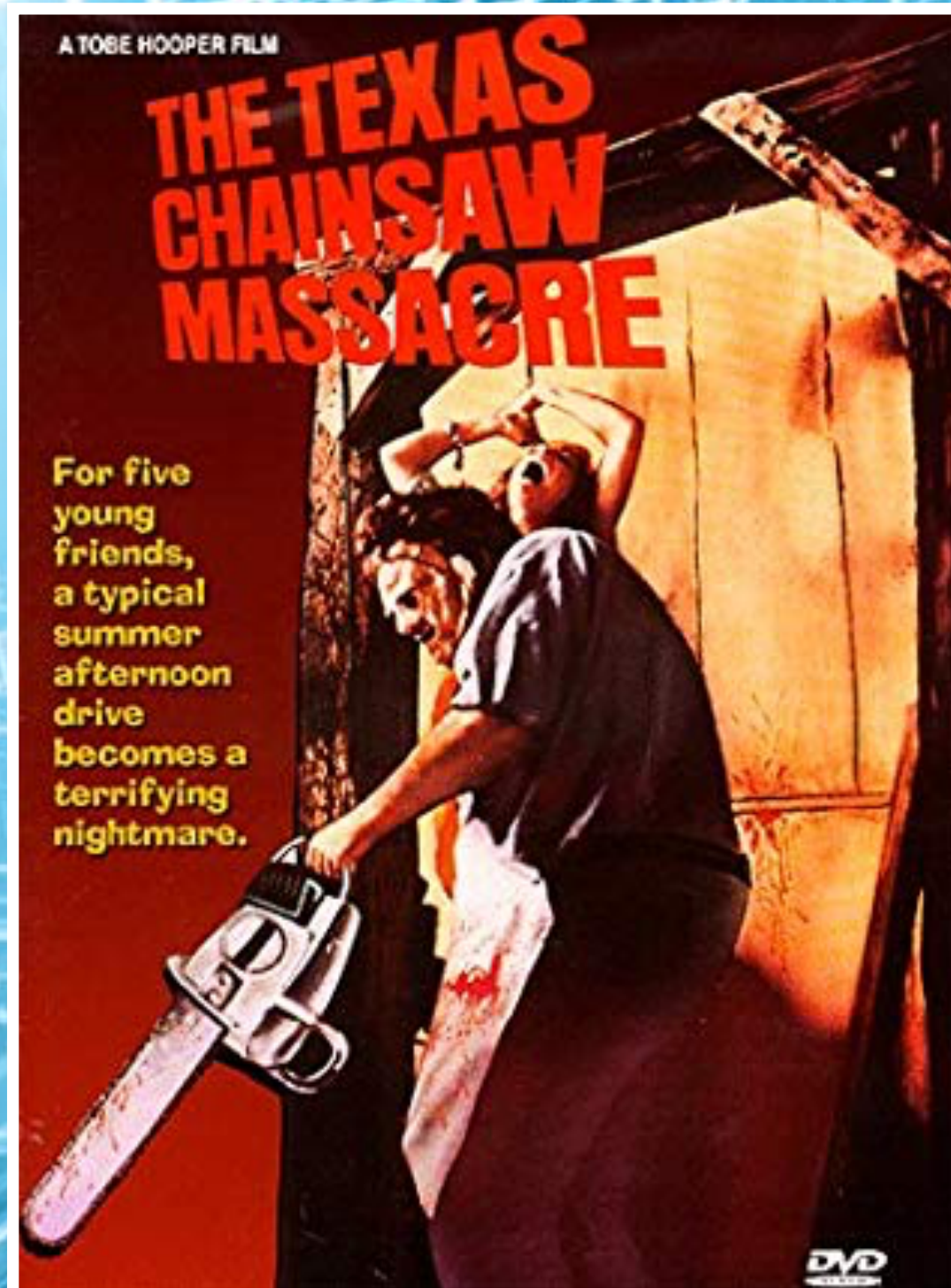




Logger Rodeo



Power Line Hero



R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



THE

POW!

WOW!

EFFECT

Ross Shafer



A powwow is a social gathering of different Native American tribes to settle disputes and then celebrate a mutual solution.

You Don't Have to



Your Customers

Eliminate the



Moments



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The overall composition is layered and technical.

Interviewing a Guest



BE PROFESSIONALLY CURIOUS

**Make Eye Contact
& Smile**

Show Extreme Interest

**NEVER Talk About
Yourself**





Starting a Conversation

SHUT-DOWN QUESTIONS

“Yes” “No” “Maybe”

“Uh-Huh” “Nope”

“I don’t know”

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Who, What, Where,
When, Why, Please
Describe**



Johnny Carson

**“I never tried to be the best guest
on my own show.”**

Sustain a Conversation



FOLLOW-UP QUESTIONS

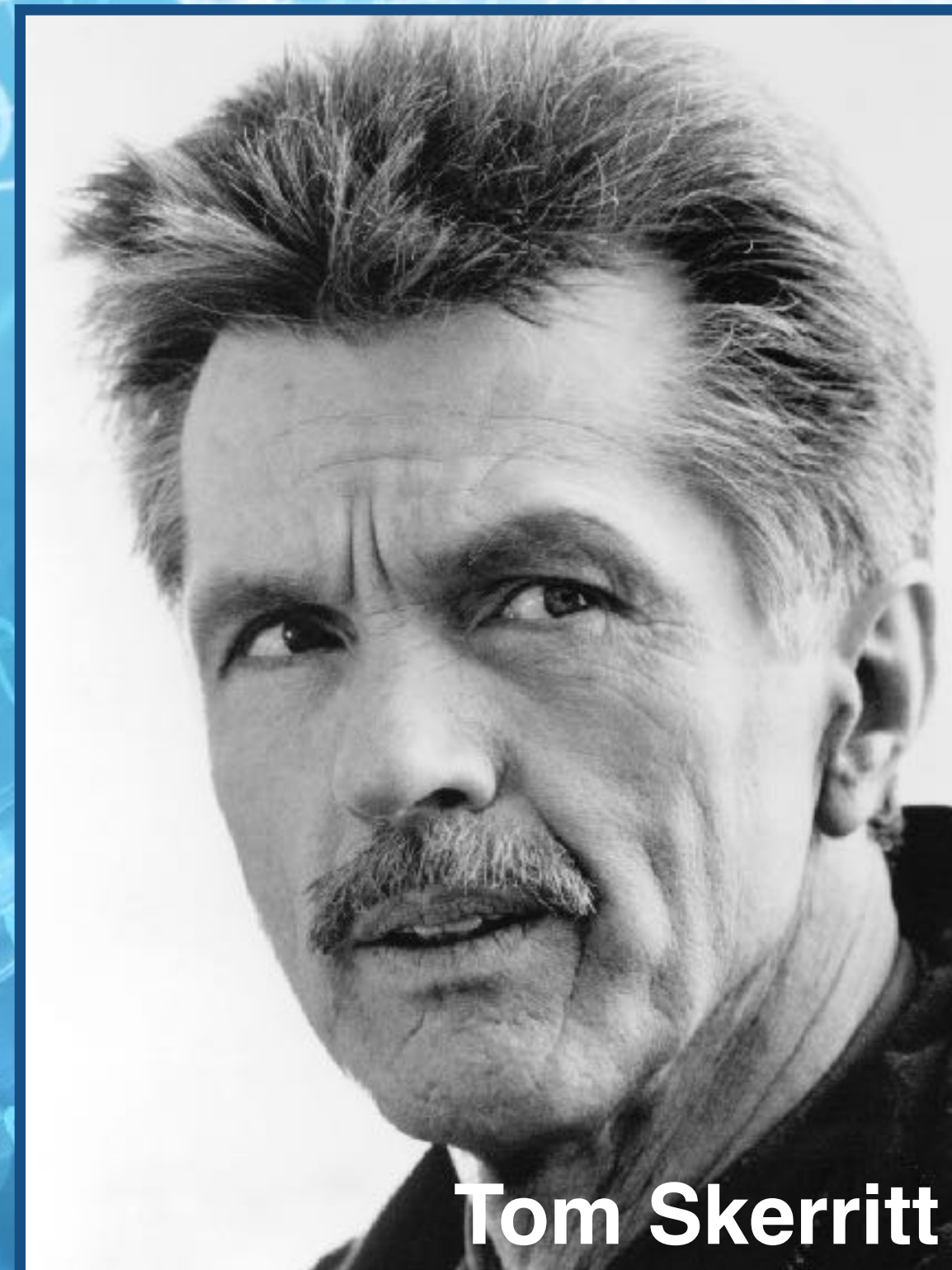
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimension lines. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

YOUR TURN

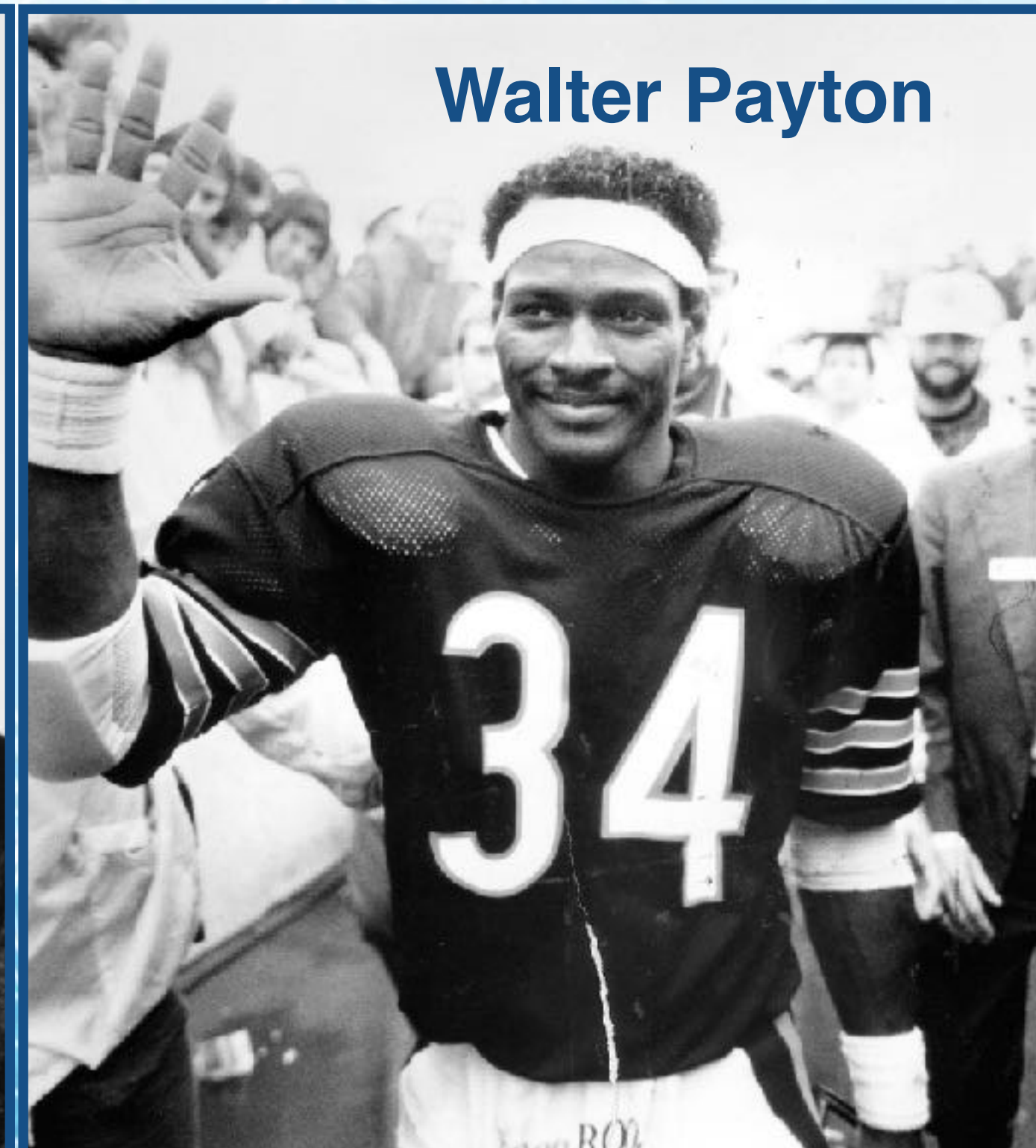
Follow Up Exercise

When the Interview Goes Wrong...

The FOX LATE SHOW



Tom Skerritt



Walter Payton



Ross Shafer hosts "MATCH GAME," the ABC Television Network's new comedy game show premiering at 12:00 noon, ET, beginning **MONDAY, JULY 16.** JP 7/3/90 27520A-5-36

abc ABC Photography Department 77 West 66 Street, New York, New York 10023 (212) 456-7777
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USA
NETWORK

ROSS SHAFER hosts USA Network's new original game show "LOVE ME LOVE ME NOT" which begins airing exclusively on USA Network in September, 1986. The program features a challenge match between the sexes through a series of questions and answers about love.

Press Contact: Susan L. Schulman (212) 408-9160

The background is a complex digital collage. It features various technical drawings, including cross-sections of mechanical parts and architectural blueprints, rendered in white lines on a blue background. Interspersed among these drawings are streams of binary code (0s and 1s) and glowing blue lines that suggest data flow or network connections. The overall aesthetic is high-tech and professional.

Consulting? Build a Video Library



Visit Ross Shafer's Website



Ross Shafer

CUSTOMIZE CHANNEL

CREATOR STUDIO

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Funniest Innovation and Change Keynote Speaker...
4.1K views · 1 month ago



Hilarious Innovation Speaker | Ross Shafer, Keynote...
2.3K views · 3 months ago



The Skill of Self Confidence | Ross Shafer (for 2019)
340 views · 3 months ago



Funniest Innovation & Change Keynote Speaker...
6K views · 3 months ago



What Changes Disrupt B2B companies (in 2018)? | Ros...
536 views · 5 months ago



How to Break Your Social Media Addiction (2018)
77 views · 5 months ago



What Does Customer Service Mean in (2019)? | Change...
1.4K views · 5 months ago



HOW TO GROW A BUSINESS | Ross Shafer | Leadership...
41 views · 6 months ago



HOW TO FIND NEW BUSINESS IDEAS (2019) |...
78 views · 6 months ago



WHAT IS CUSTOMER SERVICE in 2019 | Ross...
243 views · 7 months ago



WHEN CUSTOMER SERVICE GOES WRONG | Business...
Business...



HOW TO BOOST ATTENDANCE | Ross Shafer...
Ross Shafer...



WHY DO SALESPEOPLE FAIL? | Ross Shafer | Keynot...
Keynot...



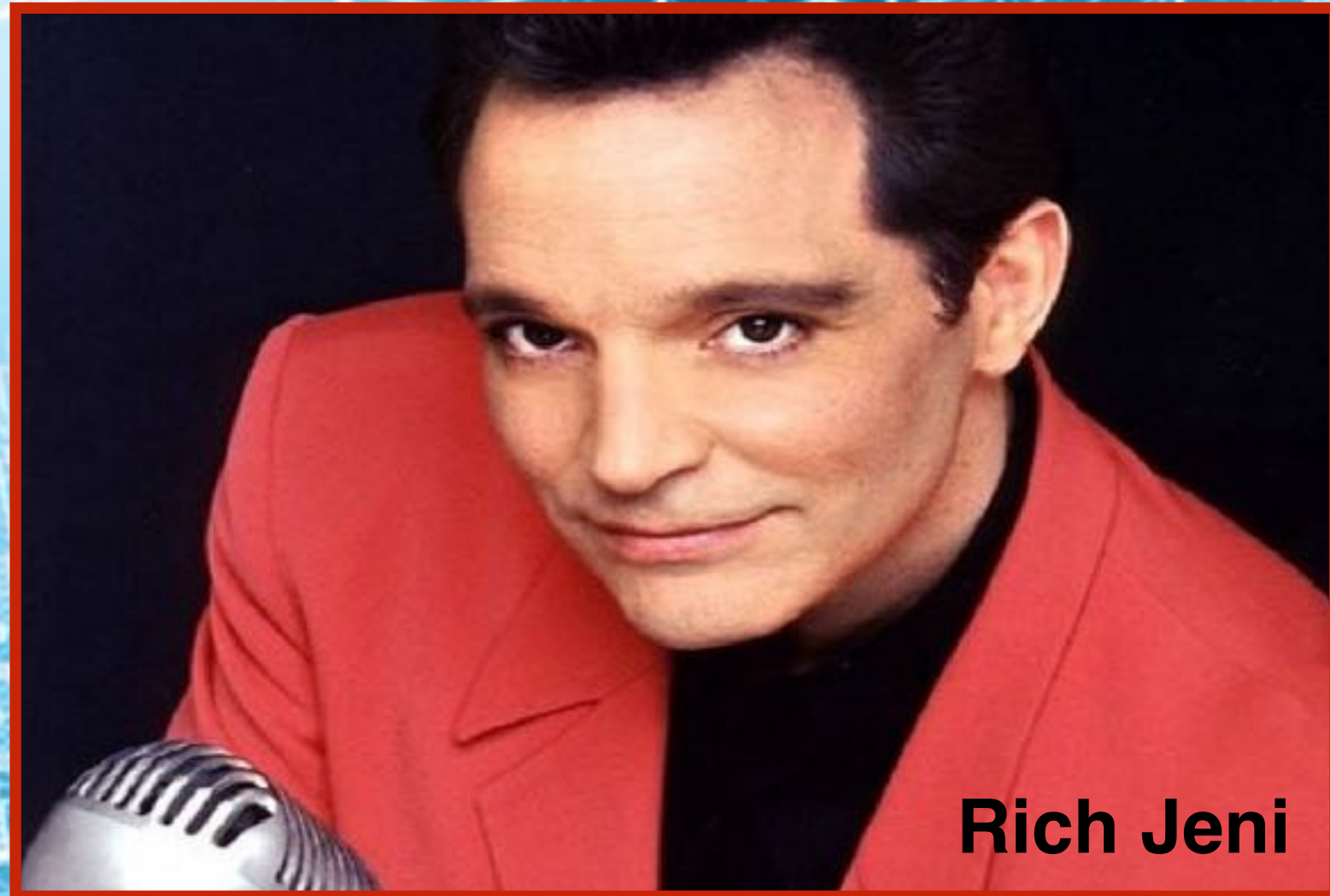
HOW CAN I MAKE BETTER DECISIONS? | Ross Shafer |...
Ross Shafer |...



WHAT WOULD YOU CHANGE ABOUT YOUR COMPANY? |...
...

BEWARE:

Are You Addicted to Fame?

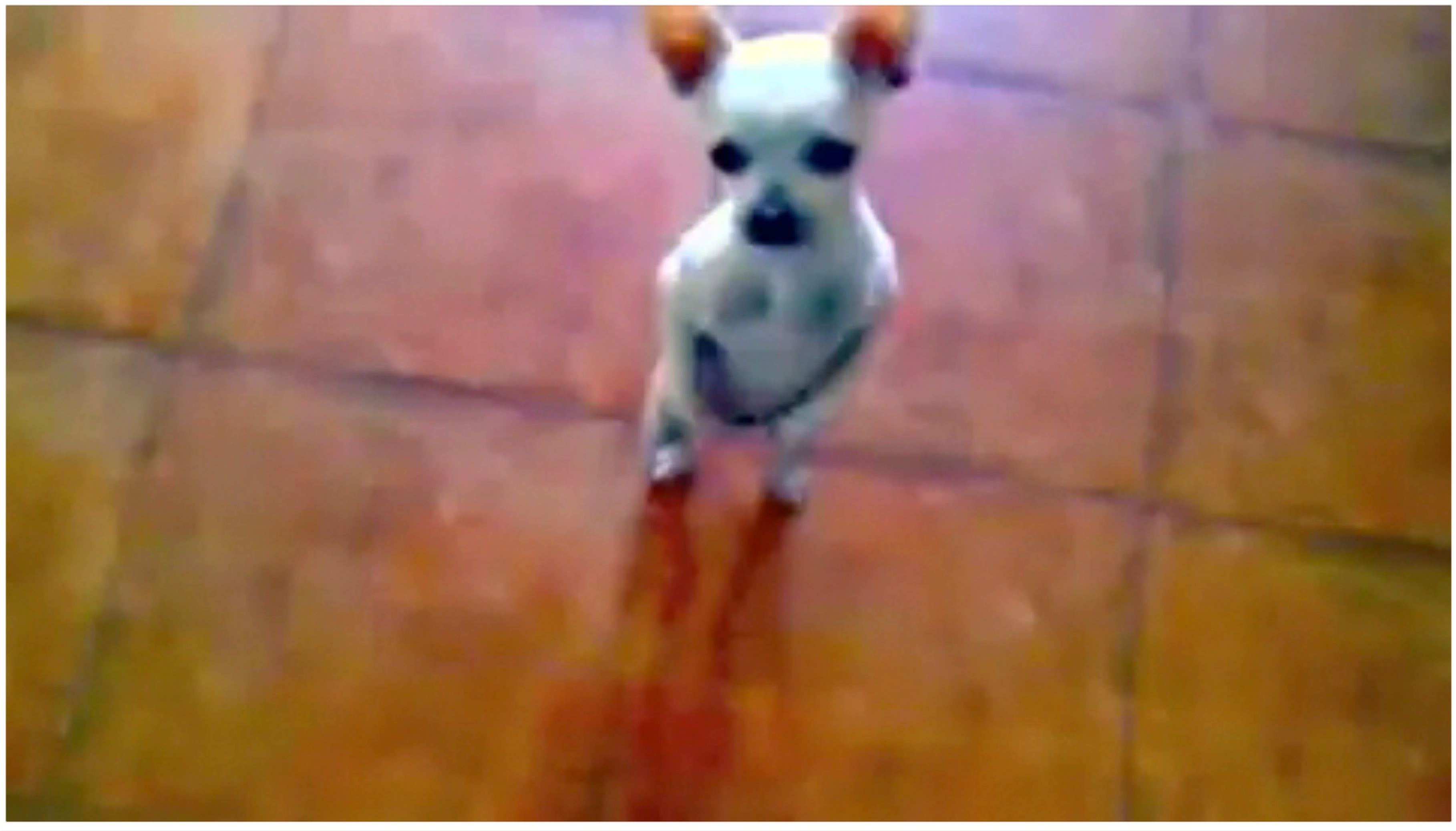


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**End with a
Surprise**



The “Kicker Story”





70 years
1949 · 2019

STELLADLER
STUDIO OF ACTING®

Jason Alexander

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

YOUR TURN
MAKE US LOOK AT YOU

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Tell an EMOTIONAL Story



Ross Shafer
UPS 1973-1974

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

YOUR TURN

**Create an Emotional 30-sec
Video**

The image features a complex technical drawing of a mechanical assembly, possibly a piston and crank mechanism, rendered in white lines on a blue background. The drawing includes various cross-sections and detailed views of the components. Overlaid on this technical drawing is a pattern of binary code (0s and 1s) in a lighter blue color, which appears to be moving or flowing across the scene. In the center, the words "THE END" are written in a large, bold, dark blue sans-serif font. The overall aesthetic is that of a digital or technological conclusion.

THE END