

BE AN INFLUENCER

How to Build Your Media Brand & Take Your Mission to Market

Harvard Kennedy School

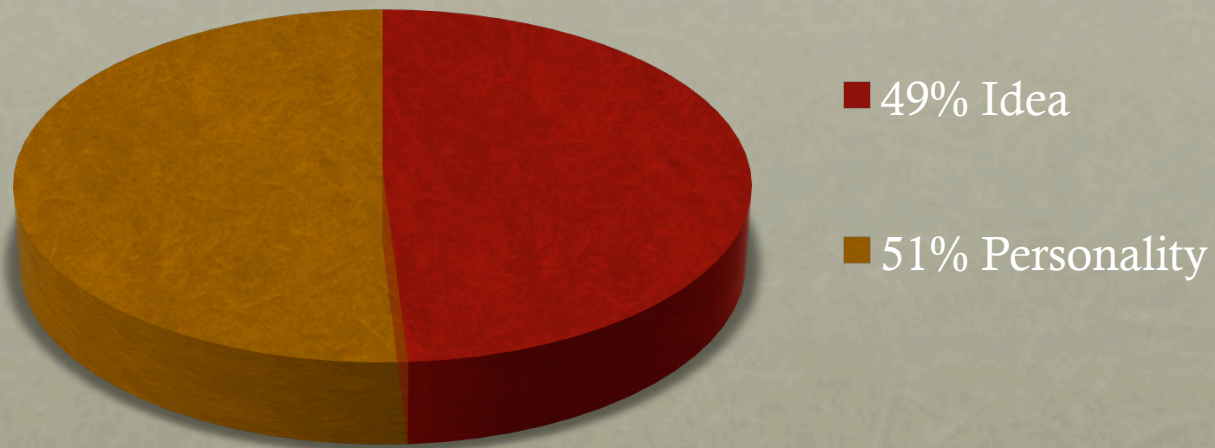
Nov 4, 2013

Terri Trespicio,
VP, Business & Talent Development
2 Market Media

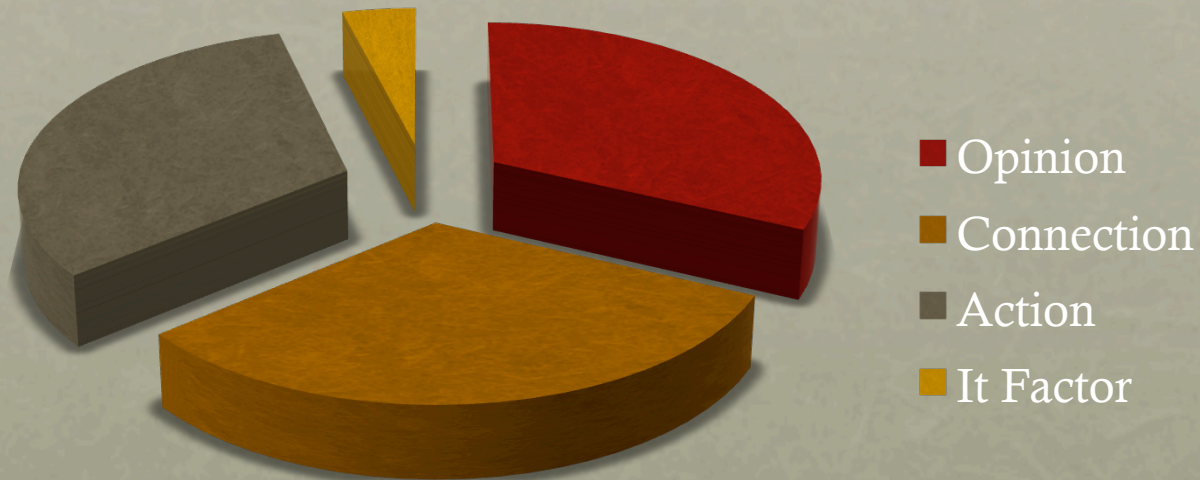
AN INFLUENCER...

- **Is the expert**
- **Has a strong opinion**
- **Is on a mission**
- **Can connect with others**
- **Takes action**

AN INFLUENCER IS...



LET'S BREAK IT DOWN FURTHER



PUBLIC SPEAKING — REDEFINED

Public Speaking **focuses on:**

- **Content & delivery**
- **Managing stage fright**
- **This event**
- **“Tell me how to talk”**

Public Doing **focuses on:**

- **Mission & message**
- **Being vulnerable**
- **Every single day**
- **Walking your talk**

TODAY YOU WILL...

- **Identify your big idea & your opinion**
- **Be the expert**
- **Learn to connect**
- **Build your brand**
- **START DOING IT HERE, RIGHT NOW**

WHO IS THIS CHICK?

2 MARKET
MEDIA



Terri Trespicio
VP, Business & Talent
Development


- **Identify, cultivate, and scale expert talent**
- **Function as a creative & business development partner**
- **Work with talent at every level, across all media platforms**

I. BE THE EXPERT

What's your mission?

EXPERT DEFINED

ex·pert

/ˈɛkˌspɜrt/ 

noun

1. a person who has a comprehensive and authoritative knowledge of or skill in a particular area.

"experts in child development"

synonyms: [specialist](#), [authority](#), [pundit](#); [More](#)

adjective

1. having or involving authoritative knowledge.

"he had received expert academic advice"

synonyms: [skillful](#), [skilled](#), [adept](#), [accomplished](#), [talented](#), [fine](#); [More](#)



DON'T WAIT

**You want to be a thought leader...
you don't wait to be anointed one.**

Start leading.

WANT MEDIA ATTENTION?

The model has changed.

No more waiting for the Today Show.

Start producing ideas & content worthy of it!

YOU ARE AN EXPERT

“One of the mistakes I see new business owners make, especially in the service industry, is that **they don’t consider themselves experts...**

They tell me they’re not ready for that yet.

They are adamant that they need to do their work longer to call themselves an expert.”

–Scott Stratten, *Unmarketing*

SMART VS. EXPERT

- **Has expertise**
- **Has her own way**
- **Has ideas about how to change the world**
- **Has an expert opinion**
- **Has a methodology**
- **Acts to change the world**

WHY YOU'RE HERE

At Harvard Kennedy, you're already on a mission to:

- **Solve the world's biggest problems**
- **Become skilled, innovative leaders**
- **Make the world a better place**

WHAT'S YOUR BIG IDEA?

- **What ideas set you apart?**
- **What practices or approaches differentiate you?**
- **How do you want to apply your idea ?**
- **Don't just think 'hook'—think root.**

WHAT'S YOUR MISSION?

- **What drives you?**
- **What do you want to do with what you know?**
- **How will you apply your idea to change the world in some way?**

LEAD WITH OPINION

**In the age of information,
data feeds, opinion leads.**

- **Speak with authority.**
- **Be unapologetic**
- **Lose the qualifiers!
Stop padding your
message.**

ANATOMY OF AN OPINION

- **It takes a stance**
- **Can be argued**
- **Raises the stakes**
- **Puts skin in the game**
- **May piss someone off
(that's a good thing)**

WHAT'S YOUR OPINION?

- **What is your opinion on how the world works?**
- **What's wrong with how things are?**
- **What's that thing you want to say, but are afraid to say it?**

II. YOUR METHOD

Turn your ideas into methodology that you can teach, share, and promote.

FIX MY LIFE

Identify the pain points

- **What's broken?**
- **What do they need?**
- **How can you help them?**

YOUR METHOD

Create the solution.

- **Turn your advice into a practice.**
- **Make it teachable & shareable.**
- **Write about it, talk about it, promote it.**

WHAT'S YOUR METHOD

- **POLICY ANALYSIS is only helpful if you can communicate it to others**

IDENTIFY YOUR PROCESS

Objectify it.

Get it down.

Teach it.

- **NOTE:** *This is a process!* It evolves & changes.

YOUR BRAND

Your expertise

+

Your opinion

+

Your story

+

Your method

III. CONNECT

Master the art of engagement

YOUR STORY OF ORIGIN

WHO ARE YOU?

&

WHY DO I CARE?

COMMUNICATE WITH POWER

Facts tell;
Stories sell.

- Place us at the scene
- Convey the emotions
- Show, don't tell

TRY IT

Tell us your story of origin:

- Who you are.
- What led you here.
- Why you do what you do.
- What you want to teach/change.

IV. DO IT

Take your message, opinion, story, & methodology across media platforms.

SOCIAL MEDIA 101



- **1.1 billion users**
- **Cocktail party**
- **Community-driven**
- **More than just likes**

SOCIAL MEDIA 101



- **500 million users**
- **Broadcast tool**
- **Eavesdrop, participate, engage**
- **Follower-driven**



Vala Afshar

CMO and Chief Customer Officer,
Enterasys Networks

GET UPDATES FROM VALA AFSHAR



197

Top 100 Business, Leadership and Technology Twitter Accounts You Must Follow

Posted: 12/23/2012 10:07 am



Follow > [Business](#) , [Social Media](#) , [Social Networking](#) , [Social Media Twitter](#) , [Best Twitter Business](#) , [Best Twitter Leadership](#) , [Best Twitter Technology](#) , [Influencers-And-Innovation](#) , [Innovation](#) , [Leadership](#) , [Small Business](#) , [Social Business](#) , [Social Entrepreneurship](#) , [Startups](#) , [Technology](#) , [Twitter Users](#) , [Technology News](#)

SHARE THIS STORY

522

3,214

104



Share



Tweet



Email

Selecting the top 100 Twitter accounts that every business, technology, and leadership person should follow on Twitter was not an easy task. To ensure proper due diligence I decided to ask my nearly 11,000 Twitter followers for their input. I was pleasantly surprised by the commonality of their suggestions to my list. My criteria for selecting the very best Twitter

BEST TWITTER ACCTS

Content quality:

- **Intelligent, inspiring**
- **Current**
- **Makes you challenge your own assumptions.**

BEST TWITTER ACCTS

Contribution frequency:

- **Highly active social networkers**
- **Produce daily content that benefits their network.**

BEST TWITTER ACCTS

A willingness to engage:

- **Conversations (not just broadcast)**
- **Responsiveness**
- **Willingness to connect with your network**

PEEPS TO TWEET

Thought leaders:
Inspiring us

- **Robin Sharma**
- **Sean Gardner**
- **Clay Christensen**
- **Daniel Pink**
- **Tony Robbins**

Social leaders:
Sharing innovation

- **Amy Jo Martin**
- **Dave Gray**
- **Dave McClure**
- **Guy Kawasaki**
- **John Gallant**

THE GOLDEN RULE

“Always give. Tips, replies, answers, help.

You have to give your social currency to build a community.

Too many people just talk about themselves and never give to anyone else.”

—Scott Stratten, *Unmarketing*

BROADCAST YOURSELF



- 1+ billion monthly uniques
- Over 6 billion hours viewed/month—50% more than last year
- 100 hours uploaded/minute
- 70% of YouTube traffic comes from outside the US

SEAN MOFFETT



Sean Moffett
@TheSeanMoffett **FOLLOWS YOU**

Sales Revolutionary. Social Media Wizard of Oz. Business Relationship Expert. Where Online & Offline Business Success Meet. Nationally Syndicated Radio Host.

New York/Toronto · themoffettcompany.com

9,894 TWEETS	3,310 FOLLOWING	333,955 FOLLOWERS		Following
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Followed by    [Emma Johnson](#), [Mel Robbins](#), [Dan Schawbel](#) and [12 others](#)

YOUR WEBSITE/BLOG

The Tumblr logo, featuring the word "tumblr." in a white, lowercase, sans-serif font on a dark blue background with a subtle pattern of white dots.

Easy to start.



No coding required.

- **Should be a destination, not a billboard**
- **A hub of content**
- **An extension of you**
- **Consider a professional designer & editor**

CARE & FEEDING



Opening any social media account is like adopting a dog. Requires constant care and feeding.

And it's always hungry.

NOW WHAT?

- Start now.
- Learn by doing.
- Connect. Engage. Evolve.

GOOD READS

- *Unmarketing* by Scott Stratten
- *Don't Make Me Think: A Common Sense Approach to Web Usability* by Steve Krug
- *Microstyle: The Art of Writing Little* by Christopher Johnson

V. YOUR TURN

Who's ready to try it?

THANK YOU!

I'd love your
feedback!

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