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THE SHORTEST MARKETING CONFERENCE EVER

60  speakers
 minutes

6
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Full Conference Transcript

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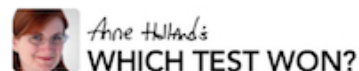
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Full Transcript

Sam Rosen: Hi everyone, welcome to the Influencer Project, which is the shortest marketing conference ever. My name's Sam Rosen, and I'm the CEO of ThoughtLead. Our mission here at ThoughtLead is to spread important ideas using the web. And I'm really excited about the potential of today's event to do exactly that. With the unbelievably generous help of our premier sponsor, HubSpot, we've managed to assemble sixty of the greatest minds online, to speak for sixty seconds each about how you can increase your digital influence.

And I have to be honest: HubSpot itself is a great example of influence in action. And it's not just because they're our sponsor; it's actually *why* they're our sponsor. They believed in us. We're a start up, but they backed our brand, they backed our concept, and really our whole program. And so I just want to send a huge thank you to the whole team at HubSpot.

I also want to thank all of our partners: MarketingProfs, which is a truly amazing community. They have over 330,000 marketing professionals, all taking about the field of marketing, and they provide amazing content. Anne Holland's Which Test Won, is definitely the most addictive marketing site on the web. Winstanley Partners, a cutting edge PR firm that's at the forefront of social and traditional media. They really know their stuff, and they've been doing a great and tireless job of getting us noticed, both online and offline.

ReadWriteWeb, which is a great web and tech news site, but it doesn't just give you news, it also gives you very original insight and thinking into a lot of stories that you haven't even heard of yet. And finally, Rackspace, a company that I really admire. They provide very reliable and scalable hosting, and they have an amazing, amazing group of bend-over-backwards customer service folks that I know from firsthand experience.

Ok, so I know we're all chomping at the bit to dive into the content. We've got sixty of today's leading thinkers and doers, each slugging it out for sixty seconds at a time. So let's dive in. We're going to kick off our conference here with the always insightful David Meerman Scott. David, take it away....

(1) David Meerman Scott

Hey, this is David Meerman Scott. I'm the bestselling author of *The New Rules of Marketing and PR*. And it's really simple if you want to get noticed. What you need to do is stop talking about your products and services. Everything that you create on the web should be valuable information for those people that you're trying to reach. And it shouldn't focus on what your company happens to do or what your products and services happen to do. People don't care about products and services; what they care about are *themselves*. And they care very, very deeply about solving their problems.

So if you can create valuable content—a YouTube video, blog posts, e-books, all sorts of information that targets the people you're trying to reach—you will be successful. For more information on this, go to Google, type in the phrase "Viral Marketing," and there on the first page you will see my free e-book on that topic. Good luck.

(2) Anne Holland

Hi, this is Anne Holland, publisher of "Which Test Won." My tips for you today are how to improve the conversion rate of your landing pages and websites by improving your buttons. Five things. Number one: Get rid of all the 'Reset' or 'Clear Form' buttons on your site. If they're there, strip them off. Number two: Change the wording of your buttons. Copywriting tests on buttons always improve conversion rates. In particular, if you've got a button with the word 'Submit' on it, improve the copy. Number three: Size—make your buttons bigger. I've seen buttons up to five inches wide that did better than buttons that were four inches wide. Can you make your button bigger? Number four: Color. Doesn't matter what color your button is as long as it stands out from the other elements on the page. And number five: Position. Your button should be above the fold of the webpage. If it's below the fold, if people have to scroll to see it, it's no good. Move it up. Good luck!

(3) Mike Volpe

Hi, this is Mike Volpe from HubSpot, and I wanted to share one tip that's helped us build our digital influence over the past couple of years. That tip is around transparency, and what it takes to be transparent, and how transparency helps build you as a thought leader. We share lots of things that most companies would keep internal. We share stories about good things—things that we've done that have worked really well, and yeah, our competitors or potential competitors end up copying those things. We also share stories and information about things that we've done that haven't worked so well—the bad things. And yeah, people end up in the marketplace trying to use those things against us as well. But what's interesting is by sharing both the good and the bad you build your position as the thought leader, and you build your digital influence a lot more. So what I would recommend to people, is think about being really transparent about everything that you're doing, sharing a lot of that information, being really open. And that will help you build your digital influence.

(4) Michael Port

Hi, this is Michael Port, of MichaelPort.com, and I'm the author of *Book Yourself Solid*. So, I want to talk about increasing your digital influence, from one perspective: consistency. Consistency demonstrates commitment. So, for the people that you're trying to serve, if you are consistent, they're going to keep coming back. You're going to earn their trust because you're consistent. They believe that you're committed to them for the long haul. And of

course if you can be consistent with respect to how you go about making your posts, how you go about introducing your content—so you put it into your calendar—in the morning, in the afternoon, and the middle of the day, whatever is the right schedule for you. It goes into your calendar and you do it the same way, every single day. And that will mean something to you 'cause you'll get it done, and it will mean something to the people you serve, because they will know that you are here for them.

(5) Liz Strauss

Hi, I'm Liz Strauss, and I'm at Successful-Blog.com. And also on twitter at @LizStrauss. And when I think about finding influence online and off, the first thing I think about is you have to know where you're going, because who would want to follow you if you don't know where you're going? And that's the first step to being irresistibly attractive. After that I think you really need to stand back and look at the people who are around you, and make it all about them, because if you're only looking at yourself, who wants to eat dinner with someone who's only looking at themselves? So, being about someone else is the most important part after you know where you're going.

(6) Robert Scoble

Hi, this is Robert Scoble. I'm a video blogger for Rackspace web hosting company. And, my tip is to follow better people. And what do I mean by that? Because I've said that over and over again for the last four years, and people don't quite understand what I mean by that. The better your inbound is, in other words, the higher the signal is in those tweets, or in those YouTube videos that you're watching or those blog posts that you're reading, the better your reactions will be, and the more informed you'll become, and the better your output will be. And your output is what other people will follow.

So if your output is getting better, you'll get more followers, and this has been absolutely true. All the other tips you're hearing, like put better content into your tweets, or do more real-time, real-world events—those make better content that people will engage with better. So that's my tip! Follow better people.

(7) Carol Roth

I'm Carol Roth, business strategist and deal-maker from CarolRoth.com. And the buzzword online is "social media." And "social" means creating relationships with other people. So, I really think the best way to build influence online is by aligning yourself with outstanding strategic partners. And to do that, you need to start those relationships. You know, this is a strategy that has worked really well for me personally, so I recommend that you comment on the blogs, tweet and retweet, and otherwise find ways to interact with and to give to people that you want to learn more about. You'll find yourself in the company of like-

minded individuals and begin to create relationships with those individuals that you admire, which are really so key to building influence both online and offline. They always say that you're guilty by association! But it goes the other way too: you're often judged by the company that you keep – so get to it!

(8) Scott Porad

Hello, my name is Scott Porad. I work on the Cheezburger Network, and you can find me online at ScottPorad.com. And when trying to build influence and community online, one of the things that I've learned recently is a little counterintuitive, which is make connections with people online, and then go and meet them in person in the real world, offline. And I've found that by combining those two things together, an online introduction or connection and then a real world connection where you can see a person and talk to a person face-to-face, is a much more powerful way, or a very effective and powerful way to build an overall reputation, your overall influence, and build trustful and genuine relationships. Because whether it's offline or online, it's the actual personal relationships that are what make the difference.

(9) Joe Pulizzi

Hi, this is Joe Pulizzi, founder of Junta42, The Content Marketing Institute, and co-author of *Get Content, Get Customers*. You know everyone today is talking about creating really good, remarkable content, and you know what, a lot of people *are creating* really good, remarkable content. But I'm here to tell you today, that is not good enough. We can create remarkable content, but we've got to create content that stands for something—what I like to call "Higher Purpose Content Marketing." We have got to take that almost sometimes almost *divisive* content, but it's got to be something that's inspirational. We've got to take that content out to the people and then we've got to invite them into our communities. This is not easy to do, but it's much easier to do if it's on the cutting edge of where your customers are at today. So, really good content is not nearly good enough.

The last thing I want to tell you is, you've got to take that mentality and create employee rock stars. Your employees are your greatest asset that you have. Make them rockstars, and lead with higher purpose content through your employees. This is Joe Pulizzi.

(10) Laurel Touby

This is Laurel Touby. I'm the found of MediaBistro.com. Here's what I would say to increase your digital influence: whether you work in technology or in textiles, whether you're high-level and hands-off, or mid-level and hands-on, or just starting out in your career, no matter who you are, you need to look under the hood at the shiny new technologies coming out. To increase your digital influence, you have to have a clue about

what everyone's talking about. So, each month, I challenge you: on the first day of the month, assign yourself 3 digital trends you've been hearing about, and go do a test drive. I'm not saying go buy expensive computer-aided design software, but I am saying go register for FourSquare or GroupOn, or an online iPad demo. There's a great site called Unboxing.com. It's pure tech porn! Get your tech on! You want to check it out, and even if you never use it again, you're gonna be the smartest person in the room at the next cocktail party you go to.

(11) Hugh MacLeod

Hi, Hugh MacLeod here from Gapingvoid.com. I'm a cartoonist. The future of marketing I believe is what I call "Social Object." Social Object is basically the reason you and I are talking to each other. Like, if we're Star Wars fans, we're talking about Darth Vader. Darth Vader's a social object. If we're really into ballet, we might be talking about Swan Lake. And, ideally people are sharing your work and your products and your services as a social object. "Hey, check out his new phone. Hey, check out his new service. Hey, check out his new blog post."

It's not that what we're offering matters, in the grand scheme of things. It's that we take other people's stuff and share it with other people—sharing devices in order to socialize. We are humans, we are primates, that's what we do. And we use other people's stuff or other people's content to socialize. And your stuff's either a social object, or it's not. So, good luck with that thought.

(12) Chris Guillebeau

Hey, it's Chris Guillebeau at the Art of Non Conformity. And one thing I always say to people who want to really ramp up their digital influence is to avoid what I call, "incestuous blogging." Now, incestuous blogging comes about when you get started online and you care that you're supposed to build relationships with people on your niche, or your social circle. I think this is great advice for beginners; I think it's totally good when you're getting started; but to really increase your influence, you have to go beyond the basics, and you have to go beyond a small circle.

So instead of sticking to one niche, think bigger: what other social circles are related to yours? How can you go over and help other people, contribute to something else, and be a part of what they're doing? Then you're not only known in one circle, but two, and you're building influence and authority in twice as many places. Okay? So then think about the next one. The reason why this is critical is because you'll never grow if you stick to one circle. You have to think about multiple circles and multiple spheres of influence. And then avoid the common mistake of sticking to one group. So if you look outside the circle, I guarantee you'll dramatically increase your digital influence in the next 60 days. Good luck!

(13) Laura Roeder

Hi, this is Laura Roeder, from LauraRoeder.com, and if you want to increase your digital influence, my biggest tip is just start talking to people! So many people come to me scared to use social media because they don't know what to say—they think they have to think of something brilliant, and super-useful and super-actionable for every tweet, for every Facebook message. But social media is really just talking to people. And the way that it's going to be most effective, and get you the most leverage in your business is to use it to actually – surprise! – talk to other human beings. So if you're on Twitter and you're not sure what to say, what to tweet, don't worry about what to tweet—just start responding to other people. Somebody posts a link that you think is interesting—say, “Hey! Thanks for sharing that; that was cool.” It's really simple, really easy, really fast. Engaging in conversations with other human beings is the most effective way to increase your digital influence.

(14) Michael Margolis

Hey, what's happening everybody, this is Michael Margolis, from GetStoried.com. And, let's see, the best ideas that I've got for you on how to improve your digital influence has got to be the concept of storytelling. That's kind of my bag. And, see, a lot of people think that what you're really selling is a product or a solution or even an idea. But in reality what people buy into is the story. People either identify and connect with the story or they don't. So that one principle can actually guide everything you do. You need to think about what is your narrative strategy. And are you telling a story that people can locate themselves into. When people can identify with your story, they actually feel like they're a part of what you're doing. So, from this perspective, social media and digital technology becomes a platform for relationship. It's far less *how* you tell the story, but more important to have a story that's worth telling.

(15) Dave Navarro

Hey, this is Dave Navarro, from TheLaunchCoach.com. And, I'm going to talk to you a little bit about how to increase your influence online. My biggest advice for you is to find people who have your audience already, but are not selling them the kind of things you're selling, and co-create some products with them. Make real quick teleseminars with them, or do special reports that are just for their audience, and kind of co-make them with those people, and basically get yourself co-billed with as many other people as possible. Because what happens is their audiences, goodwill, and credibility shifts over to you, and you get to be associated with some of the larger names in the business.

If you can get a reputation for working with those people, it's easier to grow your influence. And once you get one person, you then jump to all that person's peers, because they will be willing to work with you because you worked with somebody they know. You've bypassed

the whole gaining trust, period, and just jumped right into it. So, that's my advice for building your influence online.

(16) Loren Feldman

Hi, this is Loren Feldman, I have a company, 1938 Media. It can be found at 1938media.com. I think the best way to establish influence on the internet is to go one of two ways, which is either complete transparency and complete honesty—I think that that captures people's attention. Or to go the other way, and really just lie, to tell you the truth! And, be nice to everybody, and never ruffle anybody's feathers—that's certainly another way to do it. You can't be in between those two I think; that's when you run into trouble. So, my advice would be to either be super fake and make believe you're friendly to everybody, and try and make as many friends as you can, and be complimentary to other people, or to be completely honest—understand that some people might not agree with you, might not like you, but a whole other group of people will respect you, and will appreciate you for your honesty.

(17) Ann Handley

Hey everybody, this is Ann Handley. I'm Chief Content Officer of MarketingProfs, and I'm also co-author of *Content Rules*, which is a book being published by Wiley this December. My piece of advice for you today is to really follow some smart rules when it comes to publishing new content that you're putting out there on the web. And by that I mean your blog posts, and your e-mail newsletters, your e-books, videos, podcasts. And the piece of advice is this: Give it wings and give it roots.

This advice is often applied to parenting. You know they say, "Give your children roots to keep them grounded and wings to explore new worlds." But I think it really applies to content nicely too, in this way: ground your content solidly in who you are. Don't be afraid to have a point of view and express it in all of the content that you're producing. But also give it wings to soar freely and be shared across social platforms all over the web. And by that I mean don't gate your e-books or your blog posts so that people have to register to comment, or they have to fill out a form in order to share it with people. And then make sure you outfit with social bling too. All that stuff that you see these days on blog posts, like little Twitter icons and Facebook and LinkedIn. So that's my tip!

(18) Jim Kukral

Hi, this is Jim Kukral, author of the book, *Attention! This Book Will Make You Money*. You can learn more at attentionthebook.com. So have you ever wanted to get the attention of a group of people or a singular person, and you just didn't know how to do it without spending a lot of money, or you know, going out and driving to their office or something

like that? Well, consider Facebook advertising. Not a lot of people realize that you can go to Facebook and you can run ads on profiles of specific groups of people. On people in certain regions and locations, down to zip codes! You can run ads on profiles of people that work just within certain organizations. I know people that have gotten jobs from doing that! – running ads saying "I wanna work for your company." So consider Facebook advertising. And the best part about it is: you can do it for pennies on the dollar. You can spend five dollars and get just as much attention as you would have spent sending out press releases and doing all these other things. So try Facebook advertising. I think it's going to work for you.

(19) Joselin Mane

Hi, my name is Joselin Mane, and you can find me online at BostonTweetup.com or [@JoselinMane](https://twitter.com/JoselinMane). And, the most important thing I would recommend to develop your online influence, is getting offline and meeting people in real life. There's two critical pieces of meeting people in real life that I would highly recommend doing. The number one thing to do is, really connect with people before you connect with them on Facebook. If they're right in your face, there's no need for you to be so eager to get their Facebook credentials. Really be in the moment, connect with them, and then once you connect with them on Facebook, there's much more value there. Another critical secret that I've learned, is as soon as you meet someone, introduce that individual to someone else that you know, they will stand out significantly in their eyes. So, those two pieces of success have helped me organize and host one of the biggest tweet ups in Boston history, if not the biggest tweet up in Boston history, called MegaTweetUp. So, with that, much success, and I will see you at a TweetUp soon.

(20) John Jantsch

Hey this is John Jantsch with Duct Tape Marketing. You can find most of what I create at DuctTapeMarketing.com. I think that a couple of great ways to increase your influence online, first is to get very, very good at filtering and aggregating content. There are mountains and mountains of content out there that we need to consume every day, and I think one of the master skills now is to be able to sort through all that content and be able to deliver it to people at the right time, the right size, the right amount.

Second thing is, so many people are putting this personal information out there in social networks. So using the social technology to actually inform all of your communications—to build deeper relationships—to really surround yourself with a network, but be very informed about what matters to those folks, what they're saying in the social technology and the social space. A great way to increase your influence is to know that info.

<<Sam Rosen: You're listening to the Influencer Project – the shortest marketing conference ever. Presented by ThoughtLead, and sponsored by HubSpot. Now, back to the show.>>

(21) Marshall Kirkpatrick

Hi, this is Marshall Kirkpatrick from ReadWriteWeb.com. One of the ways that I like to increase my digital influence is by trying to be early in the news cycle on any conversation of general interest. There's a number of different ways that I try to do that. First, to detect early voices out in the wilderness. If you can figure out who is working on things that are of interest to your sphere of influence, and listen to them, then you can be the one to take that message out to a broader audience first.

Second, to detect and articulate patterns, make connections, and make context explicit. That kind of analysis can draw news of interest out of the woodwork, and let you be the first to talk about it. And finally, just to hustle. To be almost always on, and be able to communicate succinctly and promptly about things that everyone will be talking about later. If you can do that with some original thinking then you are in a great place to add value to the conversation and increase your digital influence.

(22) Shama Kabani

Hello everybody, my name is Shama Kabani, and I'm author *The Zen of Social Media Marketing*, and was asked to give you guys a quick sixty second tip on how, if you're an entrepreneur, you can increase your visibility online, and do more good in sixty days. So, my biggest strategy for you is web video. Online video is probably the fastest way to get your message out there, to increase visibility, and to get clients and customers online. Very simple—find a good camera, there's lots of different types online. The Cannon Vixia is a personal favorite. Get a good camera, make sure your lighting is good and you have an external microphone. Come up with some great content—it can be two to three minutes, it does not have to be a lot. Create content around your area of expertise and then distribute, distribute with gusto! Online video is probably the best way you're going to be able to get your message out there, and probably the quickest.

(23) Terry Starbucker

Hi, this is Terry Starbucker, you can find me at TerryStarbucker.com or you can find me at SOBevent.com, I'm part of an event called SOBCon. And it's interesting we're talking about influence and how to get influence. Well, I think the two things that are most important to me are, if you're getting started and you're trying to build influence, is obviously you have to have good content. And you have to feel passionate about what you're writing about, you have to have an interest in what you're writing about, and you have to consistently provide

value. That's what I've done. I write about leadership, and I found that the only way to do that is to keep writing and to keep trying, and have a passion for it.

Secondly is you have to reach out. You have to overcome your fears to try and build relationships. I mean that's what our SOBCon is all about. You have to go out there, you have to make contact, you have to make comments on other people's blogs, you have to go out on Twitter, you have to reach out. The only way to build influence is to go out and try and get it yourself, and to overcome that fear of doing so. And those are the two things you need to do!

(24) Johnny B. Truant

Hey everybody, this is Johnny B. Truant, from JohnnyBTruant.com. And in terms of increasing digital influence, the one thing that I have found, that I've gotten the most mileage out of, is defying convention where it's appropriate. Not breaking rules for the sake of breaking rules, but there are a lot of people who will tell you what you should write about, how you should behave online, the conventions that you should follow. And the most things that I've got from where I'm not just sort of achieving, but doing very well, has been when I've stepped outside of the boundaries, written about things that don't make sense to write about from a business perspective, broken some rules, defied a lot of conventions. And those are the things that people take notice of because anybody can toe the line, and only a few people dare to step outside. And people take notice of that.

(25) Jason Falls

Hi, I'm Jason Falls from Social Media Explorer, and you can find me on Twitter at @jasonfalls. And in terms of building influence online, what I've learned in my years of playing in the social media space, is I have a very distinct but very simple strategy for using Twitter, and also Facebook fan pages to a certain extent for myself. And that strategy is very simply to share good content. And I share good content consistently, and I've noticed that over the course of the last four years or so, as I've shared links to interesting content from around the web, the number of followers, the number of subscribers, the number of blog readers has steadily increased, and it's not a bunch of spammers, it's a lot of people who are really interested in the content and the concepts around the areas that I want to be influential in. And so, that's how I've done it: Share good stuff.

(26) Robbin Phillips

Hello, my name is Robbin Phillips, and I'm part of the Brains On Fire movement. You can find out more about our view of word of mouth marketing at BrainsOnFire.com. So, if you want to increase your digital influence, here's what I suggest: First of all, it is not about digital. It's about people—real human beings, just like you and me. It's about passion

conversations, not product conversations. Whether you're a company, an individual, or an organization trying to create social change, it's really pretty simple. Let your passion shine. Share who you are and what you stand for with the world. Your hopes, your dreams, your life. Then like magic, you're going to start drawing kindred spirits and like minds towards you. You won't just gather numbers of followers, I mean who cares about a million Facebook fans? Instead you'll create meaningful relationships and build deep emotional connections to people who care about what you care about. Maybe you'll even start a movement...

(27) Yaro Starak

Hi, this Yaro Starak from Entrepreneurs-Journey.com. If you want to increase your digital influence you should learn how to talk more about other people. This is a skill set that I've been able to apply in my blogging. I'm a professional blogger, which means I make my living writing a blog. And I've found that one of the keys is to actually develop influence over other people. And as we all know, the most important person to you is you. And that goes across the board, no matter how important or how 'everyday' a person might be. Their favorite subject is themselves.

So if you're looking to influence a certain thought leader, or even just a group of people, talking about them, talking to them, instead of about yourself is something that I find exceptionally powerful. And I've needed to apply this many times on my blog in order to get the attention of certain key people that I would like to know or communicate or share information with. So remember, it's not always about you, it's also about other people. So learn how to talk about other people. Thanks for listening, this is Yaro Starak.

(28) Michael Stelzner

Hey there, this is Michael Stelzner from SocialMediaExaminer.com and I'm here to share a quick tip with you, how you can exert more influence in the online world. And really my tip is super quick, and it's Facebook. Get on Facebook, get on Facebook now. If you're on Facebook already don't just use it for personal reasons but use it for your business. What you really want to do is set up a fan page on Facebook. Think about it—500million people are on Facebook today. If it was a nation, it would be the third largest in the world.

And the fact is that people aren't just on Facebook once in a while, they spend an enormous amount of time on there. So the tip—get on Facebook, set up a fan page, make a welcome tab with a video on it, and come up with engaging content, like ask a poll question, or link to interesting articles that are not related to you. That's my tip. I'm Mike Stelzner from SocialMediaExaminer.com

(29) Erica OGrady

Hi, this is Eric OGrady from ReinventingErica.com. For me the quickest way I know of to build influence online is to make people around you more successful than you are. That, combined with the ability to laugh at yourself, and to be really vulnerable and open, and to share stories from the heart. I think that people all over the world are looking for one thing, and that's human connection. They want to be connected to other people and they want to feel good about themselves. So if you can do those two things, then you're going to quickly become very influential, and one of their favorite people.

(30) Gary Vaynerchuk

Hey everybody this is Gary Vaynerchuk from Wine Library TV and VaynerMedia.com, and Facebook.com/Gary. If you want to increase your digital influence, you've got to talk about things you know. I don't know if you've heard, the little rumor on the street—I don't have a lot of time right, Phil, we've only got 45 seconds left? *That's it.* Don't worry Phil, I'm calm, you know why? Because I know what I have to say, it doesn't take a lot of time. Content is King. You can't have influence, no matter how well you play Twitter, no matter how much you know how to use Facebook, no matter how up to date you are, whether it's Formspring or Quora, I don't care what it is—if you don't know what you're talking about, you will lose. Content is always king. The reason Wine Library TV worked was not because I was crazy, or because I used Twitter or Facebook or Gowalla or FourSquare or Tumblr or Daily Booth, or any of these other platforms. It's because I knew what I was talking about. And that will always, always be king.

(31) Nathan Hangen

Hey everybody, this Nathan Hangen, from NathenHangen.com, where I blog about building digital empires. And my mission in life is to teach people how to build a passion and purpose filled life using online marketing and business tools. And so, when it comes to building influence my strategy is this: Don't worry about getting attention from other people. Don't worry about working your way up the "attention ladder" or networking, or anything like that. If you really want to build influence then your job is to make something—whether it's a product, a business, or a message—make something worth talking about.

And if you make something truly original, unique, and awe-inspiring, then people are naturally going to gravitate towards you—which is what influence is all about. It's not about who's most popular, it's about being the person that people want to be. You're on the right track, you're on the path that people are envious of. And if you can create that path and show other people how to follow it, then I can guarantee you're going to find influence,

and you're going to build influence. And that's really the way ahead, is to create something awe-inspiring. Thanks.

(32) Danielle LaPorte

Hi, I'm Danielle LaPorte, you can find me at WhiteHotTruth.com on Twitter @DanielleLaPorte. And here is my nugget: In terms of being yourself online and getting really clear on the persona that you want to give off—ideally that persona is a reflection of your authentic self—the best thing you can do, one of the most powerful exercises you can do is to get yourself properly interviewed. And there's a couple of ways that you can do that. Either hire a writer, who is going to take a journalistic stance to sort of pull out the nuggets of your bio, what's unique about your story—generally what you're on about. If you're not going to go down that path, if you don't have the coin, if you don't need to have copy written, get yourself in front of a camera with a friend. Give them some questions to ask you about who you are, and why you do what you do. And you will see what lights your fire, and what you really have to offer to the world succinctly.

(33) Guy Kawasaki

Hello, my name is Guy Kawasaki. I am the co-founder of AllTop.com—it's a news aggregation site—and Garage Technology ventures, which is a venture capital firm in Palo Alto. My tip for you, in terms of social media and increasing your influence is that you repeat your tweets. I have found that by repeating tweets you get about the same amount of click-throughs for each time you repeat it. And contrary to most people who believe that if you tweet something, once your followers are so enthralled about your tweet, that they will go back for it, they will look for it, even if it was 23 hours ago, they'll find it somehow. And I think that's completely wrong. You should repeat your tweets. I repeat them four times every eight hours. And I see about the same amount of click-throughs for each one. So no matter what people tell you—repeat your tweets.

(34) David Bullock

Hi this is David Bullock, over at DavidBullock.com and also Barack20.com. If I were trying to start all over again today, knowing what I know now, the first thing I would do to get more influence *online* is to move *offline*. Sometimes your market is not in the online space looking for you online. So you may need to start looking at other media. Getting people-to-people interaction on other media may actually be the very thing you need to do to actually surround your online market—meaning you use another media, like television, radio, speaking events to build awareness because then people go online looking for you.

Too many times people take the online market and just sit there, hoping that people are going to come and bump into them. They're not going to bump into you unless they have a

reason to, and typically if you can disrupt them *offline* they become a much better prospect because they get your information offline, and come find more about you *online*.

(35) Vanessa Fox

Hi, this is Vanessa Fox of Nine by Blue and *Marketing in the Age of Google*. When you're looking to increase your digital influence I think it's really important to start with understanding your audience, and really what their needs are and the asks that they're trying to accomplish. A lot of people use search information that's available—you know, the information about the queries that people search for—they use that to put those words on their pages so that they can rank highly, to attract people from search, and then they get the people there, and instantly just try to sell them on their product. And I feel like they've missed that big second step, which is answering people's questions, solving their problems. You can really engage with people so much better and do much, much better, not only in search, but other methods of acquisition if you really think about that middle piece. So, take a look at the data, really understand who your audience is, and then build things that really help them.

(36) Lewis Howes

How's it going, my name is Lewis Howes, and you can reach me at LewisHowes.com. And if I had to start from the beginning to build my influence online, I would basically do exactly what I've done from the beginning a couple of years ago, which was find one specific niche and master that niche, become the owner of that niche on the online social media space, so that everyone around you knew that you knew everything about that one specific topic. For me that was LinkedIn.

However, one thing that I would have done sooner was actually start doing webinars to promote and educate others on how to master that niche that you've owned yourself. Because the potential to reach thousands and thousands of people worldwide, not just in a local market. And it really allows you to give back, and teach others how to master one specific thing to help them build their business, or generate more leads or more sales or achieve whatever their professional goals are. So, if it were me, master one niche, become the owner of that niche, promote a lot of good content and start using webinar marketing to get your message out there and promote your personal brand.

(37) Valeria Maltoni

Hi, this is Valeria Maltoni from ConversationAgent.com. If you want to increase your digital influence think about what gifts, what passion you have, what expertise you have in your chosen field that you can leverage to be helpful to others. In the digital space, for example, I do a weekly chat on Twitter. I'm a business Strategist. So, we call this chat a *kaizen* blog

chat. And we use the principle of *kaizen*, which is continuous improvement, to help people think through problems. If you want to follow the chat, you can follow at #kaizenblog on Twitter. And I am @ConversationAge. So think of being helpful, using your gifts to help raise others.

(38) Sergio Balegno

Hi, this Sergio Balegno, Research Director at Marketing Sherpa. If you want to increase your digital influence you'll want to invest more time mapping a strategy for not just using social media, but for integrating social media with other tactics. Our research has shown a powerful synergy between social media and search, email and other tactics like we've never seen before. We found that social media integration creates a situation where the whole really is greater than the sum of its parts. In many cases far greater.

For example, we found that when search marketers integrated social media, it not only increased the quality and quantity of website traffic, it increased their conversion rate by *fifty-nine percent*. Social media has created new ways of utilizing proven tactics even more effectively. But to gain proficiency in this new media, you'll need a practical methodology—a social marketing roadmap for developing your integration strategy. Thank you.

(39) Hank Wasiak

Hi, this is Hank Wasiak, and you can find me online at Twitter @hankwasiak or at AssetBasedThinking.com. And the one thing that I've really learned about influence is you have to get rid of conventional views of influence. Change from thinking about changing other people's mind to changing your mind. Instead of thinking about influence by debate – influence by dialogue. Instead of thinking about competing, thinking about admiring, and learning from everybody that you see. And instead of thinking about prevailing and winning the debate, think about engaging. And engaging people and bringing them over to your side. So the one thing that I would say to you is, instead of thinking about *my* influence. In our world today, it is as it *should be*—it should be about *our* influence. From *my* influence to *our* influence.

(40) Mitch Joel

Hey this is Mitch Joel, I'm president of Twist Image and the author and blogger and podcaster over at Six Pixels of Separation. And if you want to increase your digital influence, then get active in other people's communities. Too many people are worried about what's happening on their own Twitter feed, or how many friends are following them on Facebook, or liking their stuff or reading their blogs. Get out of your own head and get into other people's spaces.

The most successful people are those who get extremely active in other people's communities. They get into their comments. They mix it up with them on Twitter. They're active, they're participating, they're collaborating, and they're sharing. The people who are navel gazing and looking only at their own properties and analytics are usually the ones who will struggle the most and suffer through it. So if you really want to know how to increase your digital influence, spread your influence by being where your voice can be heard, by being where your voice is relevant, and by being powerful. I hope that helps, I hope you push it out there. And I hope you'll add influence on my space, 'cause I'm definitely out there adding influence on yours. Good luck.

(41) Tamsen McMahan

Hi, this is Tamsen McMahan, of Sametz Blackstone Associates and BrassTackThinking.com. To me building digital influence is about building what I call, 'digital dimensionality'. What I mean by that is by showing as many different sides of yourself or your business as you can. Why? Well, because the more sides of yourself that you show, there's more opportunities for connections, and there's more ways in. People have a better sense of, and a fuller sense, of who and what you or your business is, and what you or your business does. More opportunities for connection means there's more opportunities for action. And ultimately that means there's more opportunities for influence. Because to my mind influence is about getting people to act differently as a result of what you are, what you offer, and what you do.

<<Sam Rosen: You're listening to The Influencer Project—the shortest marketing conference ever. Presented by ThoughtLead, and sponsored by HubSpot. Now, back to the show.>>

(42) Justin Levy

Hi everyone, this is Justin Levy, I'm the Director of Business Development, Corporate Strategy and Client Services over at New Marketing Labs. Also a general manager and partner over at Camenito Argentinian Steak House. If I was to start all over again and work to build influence online, I would start with two things. Number one would be to listen. Listen to the conversations taking place around you. See how the different networks interact because not every network's the same, and I think that's one of the big mistakes people make when they first get online. They think they can use a service that will update all, and that's the right way to go, instead of taking the time to cultivate each network and your influence into each network.

I'd also start to engage, and engage within those networks. Build up friends, build up a community around people that are interested about the same things that you're interested

in—whether that’s food or social media marketing, business, tech, anything. And those would be some of the ways that I would start to build influence if I was to start again today.

(43) Chris Garrett

Hello everybody, this is Chris Garrett from ChrisG.com. And my tip for increasing your influence online is to network with other influencers and make sure that everybody is aware of the value that you provide. And the way you do this is by getting into other people’s heads and helping them with their challenges. The more that you help other people overcome their challenge and get to where they want to be, the more the influence you’ll increase over time. What you’re looking for is a long-term relationship. You don’t want to have that fast to gain influence and fast to lose influence.

So build relationships over time by offering consistent value, and being an awesome person. And the more you share great value with other people, the more people respond to that. So, just attract people with great value, and you’ll increase your influence.

(44) Cathy Brooks

I’m Cathy Brooks, the founder of Other Than That. Other Than That is a consulting firm that is behind the Story Navigation workshop series—Story Navigation being workshops and seminars for business professionals, teaching them how to tell more persuasive stories in business by making their professional narrative personal. And that’s really where influence comes in—when you’re talking about influencing people, especially as an entrepreneur, it’s about your passion, it’s about who you are and what you bring to the table. Connecting the *who* with the *what*.

So when you’re looking at the next sixty days, and you’re looking at ways with which to increase your influence, think about the authenticity of your voice and the consistency of your voice across your entire online and offline presence, making sure that the story that you tell has a deep connection to why you do it, and a consistency in terms of the message that you’re telling, no matter what platform you’re on.

(45) Todd Defren

Hi, this is Todd Defren, I’m a principle at SHIFT Communications, and a blogger at PR-Squared.com, often cited as the innovator behind the social media press release and the social media newsroom. And that’s actually what I want to talk about, not social media press releases or anything like that, but about the need to shake things up. If you’ve got sixty days to change your world, you need to start by trying to change *the* world. What is it about your industry or about the world in general that you feel passionate enough about to shake things up? If you’re willing to shake up your world, the world is willing to pay attention.

Once you've figured out what that is, and you can take some major steps towards accomplishing that, whether in an opinion piece, or a blog post or inventing something, the important next step, I think, is to have a blog all your own—a permanent place, a permanent record of the things that you do, of the thoughts that you have where people can always go to find out more about you. Places where people can always point to when they want to talk about you. Because if you're going to change the world, people are going to be talking about you, whether it's good or bad you want to have a place where you can aggregate all of that content, respond to it, and be on the permanent record.

(46) Brian Clark

Hey, Brian Clark here from Copyblogger.com. And if you want to have more digital influence, you've heard over and over that we're all media producers now, and that every company is a media company. But what does that really mean to you? Is old media dead? No. Old media is just transforming but you've got a head start 'cause you understand social media. So you need to learn from mass media, apply it in the context of social media that's familiar to you. Because it's still alien to big media, but they're catching up. So that means three things. Learn to be a storyteller... narrative—it's what makes us human. Big media does it great; you have to as well. Number two, human psychology is what powers stories, it's what powers compelling, engaging content. Understand the psychology of people, because that's what social media is all about. And number three, your content's got to be quality. Production values matter if you're going to get the attention you want.

(47) Scott Belsky

Hi, this is Scott Belsky, the founder of Behance, and I'm talking about increasing your digital influence through sharing ideas liberally. Because without increased accountability and constant refinement and engagement from a community of people made possible in this digital era that we live in, we're unlikely to ever push our ideas to fruition. What we've found is that in the Behance network, as creators are putting up projects that they're working on—personal projects—often creative projects that really have no end in sight, it's the increased accountability that they're getting from this digital community of people that's following their work, or that's connecting with them—it's this accountability that's making them actually complete these ideas. Not only complete them, but make them even better than they would have been normally, without the feedback they're getting from those around them. So really, when it comes to digital influence, and making sure that ideas get heard, and actually made to happen, accountability and letting people know what you're up to can make all the difference.

(48) Wendy Piersall

Hi, my name is Wendy Piersall, I can be found at WendyPiersall.com and at woojr.com. One of the things, probably the most important thing that I've found over the last years of working online is that being influential for influential's sake doesn't have a lot of ROI in it. You really have to put your business model before pursuing fame for fame's sake. Sometimes a business model takes months or years to hone, but that's the horse that drives your cart. And whatever you do to become influential online, make sure that it adds to your bottom line and that you're not getting links or PR, or getting even on the Today Show, and having nothing to show for it when it's all said and done.

(49) Mark Silver

Hi, this is Mark Silver from Heart of Business. You can find us at HeartofBusiness.com. And in terms of building online influence, there are three things that I think of. One has to do with consistency, a consistency in compassion for people's struggles, and a generosity in giving to people in their struggles. The second has to do with strength. And the strength is in connecting the practical with the profound. When people have challenges, they tend to be very practical—things that they actually have to do. And yet, you want to connect the profound to the practical so that people get the nourishment of wisdom and love that they're really seeking. And the third point is listening for the silence. There's a silence in your own heart where wisdom arises from, and there's a silence of people listening and not just the noise of people speaking. Many people are afraid to speak, and if you speak for them they will be listening.

(50) Dan Schawbel

Thanks for listening in, this is Dan Schawbel, founder of Millennial Branding and best-selling author of *Me 2.0*. The number one thing you can do for your personal branding using social media right now, is to focus on a specific niche. And to start, what I would do is, I would conduct a lot of Google searches to figure who the main players are in your industry, what niches that they already own, and how you can go further down the long tail and choose a much smaller niche to focus on, so you can stand out in your market, and become known for that.

So instead of becoming the personal finance expert, you can be the personal finance expert for Gen Y, or for college graduates, or for people in Minnesota. And that will help you stand out and attract an audience that will make you more successful.

(51) Shashi Bellamkonda

Hi everyone, my name is Shashi Bellamkonda, I am the "Social Media Swami" at Network Solutions. Yes, you heard that right. My job at Network Solutions is to reach out to customers, to the community, and to influencers. If I wanted to do this again all over, the best use of anybody's time in the social media is to connect with your customers first. So find out from your customers which social networks they are using and be there for them at the moment they need you. Whether you're selling cakes, or whether you're selling automobile parts, anything. If they're already on some social network, that's the place where you should be. So talk to your customers, set up alerts for your own business so you know what people are talking about you online. Thank you.

(52) Gretchen Rubin

Hi everyone, this is Gretchen Rubin, author of *The Happiness Project* the book and the blog at Happiness-Project.com. If you want to increase your digital influence you really need to think about building a community of readers. And the way to do that is to engage readers in a conversation. And that means introducing topics that are thought provoking and interesting, and on which people have a lot to say. I really believe that self-expression is the new entertainment. So figure out ways to get people talking.

I had great success just asking the question, "What's your comfort food?" People loved to weigh in on that. Another question was "Did your parents make you take piano lessons and did they make you happier?" People had a lot to say on this. They engaged with each other, they answered back to each other. They were really interested in carrying forward the conversation. So I really think that that is the way to increase your digital influence and to build a community around you. People look to you to start a conversation, to lead a conversation and to engage them in topics that really catch their interest.

(53) Muhammad Saleem

Hi everyone, my name is Muhammad Saleem. I'm a social media consultant and here's how I think you can increase your digital influence in the social space. It's called social media for a reason—you can't do it all by yourself, and you need to make friends along the way. And there's no better way of making friends by demonstrating a mutually beneficial relationship. I would go even as far as saying give as much as you can give, and when you can't give any more, take a step back and watch it be returned many fold. Too often we're too focused on what we want to accomplish and fail to recognize how far we can go by simply helping others achieve their goals.

(54) Aaron Kahlow

This is Aaron Kahlow, the CEO of OnlineMarketingConnect.com, best known for our online marketing education-based summits. You can learn more about it at www.OnlineMarketingSummit.com. My one piece of advice for internet and marketing folks would simply be to think about social media not as its own strategy, but a strategy to enhance your existing marketing and business goals. Strictly looking at social media as an island unto itself, I think will take you down a path of which will lead to little return.

So think about how you can enhance your existing sales, marketing, customer experience, brand strategy with social media. And try not to think of social media as just this one-off campaign that you need to execute upon. If you do that and prioritize all your efforts, from e-mail to search, analytics, and then again social media, I think you'll find yourself in a much better place when it comes to looking at return on investment and increasing your existing marketing efforts.

(55) Alexandra Levit

Hi, my name is Alexandra Levit, and I'm a career and workplace author and speaker. I can be found at AlexandraLevit.com. And I would say the most important thing to do is be systematic in your approach to getting to know the individuals who have already been on the entrepreneurial path that you are currently on, and have been successful. Now you probably heard some advice to this already. But I would definitely say that you want to target, in the next sixty days, between five and ten individuals who you admire, whose work you've followed, and gradually start getting to know them—commenting on their tweets, commenting on their blog posts, asking them if they could spare fifteen to twenty minutes to do an informational interview with you to tell you more about their path. This is the way that you're going to establish the relationships with individuals who very well might be in a position to help you move your small business forward.

(56) Steve Woodruff

This is Steve Woodruff, with SteveWoodruff.com. And my main secret for building influence online is to find, to identify gifted up and comers that are just getting into social media, but clearly have the right stuff, have good experience, have drive, have a message—but really need help getting launched on platforms like Twitter or in blogging. By coming alongside them and becoming an advocate, and taking their material and exposing it to a broader audience and connecting them to key people, you end up creating for yourself an advocate for life.

This is someone who will absolutely feel a debt of gratitude to you, and will be your biggest fan and supporter. And one of the keys for digital influence is not having the biggest

number of connections; it's really having the most rabid advocates. And when people feel a sense that you are a helpful, very unselfish helper in their growth then they will absolutely help you in your growth.

(57) David Siteman Garland

Hello everyone, I'm David Siteman Garland, I'm the founder of The Rise to the Top, which is the number one non-boring resource for building your business smarter, faster, cheaper at TheRisetothetop.com. And the question today is on online influence. What is the best way to grow your reputation and build it? And in my opinion there are two ways to do it: Smarter, faster, cheaper, or dumber, slower, expensive. And I think the best way you can do it is through media – to become a thought leader.

What I mean by that is by starting the media arm of your company, whether it's a special show, or a podcast, or an online magazine. Something, something that is showing people that it's about them and it educates, inspires, entertains and isn't just about your product. Because we've gone from an era of product pushing, where you spend a lot of money in trying to get your product in the hands of as many people as possible, and now we have entered the era of becoming a trusted resource and a media maker. And I think that would be my number one advice for growing that influence online.

(58) Amber Naslund

Hi everybody, my name is Amber Naslund. I am the Director of Community at Radian6, and you can also find me online at my blog at BrassTackThinking.com. And here's my philosophy: Online influence is a slow burn, and it's not something that you can really manufacture. It's something that's really organically grown by having quality one-on-one conversations with people over time. And that can happen in a number of mediums. I choose to do it on my blog and via Twitter, and via some other social networks like Facebook and LinkedIn.

But it's been a pretty steady, consistent contribution to the online community. And it's always a matter of giving more than you get. So, I love to contribute content, share great content from other people. And make sure that the influence comes from a more passive place as opposed to pushing your agenda on other people. For me, it's just a matter of building up that trust, that affinity, and those relationships over time.

(59) Julien Smith

Hi my name is Julien Smith, co-author of best-selling book, *Trust Agents*, and blogger at InOverYourHead.net. Probably the key to building your influence online is to take advantage of your existing benefits which you *already have*, that other people don't. It's the

key to leverage, which is a big part of the book. And also a big factor for being able to be successful and get ahead of your competitors.

So, if I can suggest one thing, it is to get someone else to take a look at what it is that you have that you maybe take for granted, such as a wide network, such as access to, I don't know, more time to spend time creating content, or something like that, that you already have, and that gives you an advantage over other people. And that is really what it will take in order for you to be able to leap over your competitors, and find success online when others can't. So take a look at what it is that you have, that others can't do, and use that in order to be able to get where you need to go.

(60) Brian Solis

My name is Brian Solis, and I am the author of the new book, *Engage: How to Build, Cultivate and Measure Success on the New Web*. And then I'm also a blogger at BrianSolis.com. And I'm here to answer how and entrepreneur can gain or raise influence in the next sixty days. So my advice is this: Figure out or distill what it is that you feel you bring to the table in terms of value and expertise. And identify the influential individuals that already in place, at varying levels, from the A list to the C list, and figure out how it is that you can connect with them, and how you can connect your insights to them directly.

And then build a repository for that insight, so that way you're actively sharing and promoting the content to bring and gather a community around your thought leadership. I was once asked, "How do you become a thought leader?" And it starts with *being* a thought leader and then connecting the dots for people who are looking for that insight back to you.

Sam Rosen: All right everyone, Sam here again. And with that, the first ever Influencer Project conference is over. Thanks so much for listening. I really appreciate all of your interest, passion, and enthusiasm. To be honest it's been amazing. And none of this would have been possible without the incredible insight and participation of all of our sixty speakers today. You guys delivered the goods and you gave all of us listening the opportunity to become a lot more effective at everything we're doing online—to spread our message and to further our business and our brand.

Thanks again to our premier sponsor, HubSpot, and to all of our partners, MarketingProfs, Which Test Won, Winstanley Partners, ReadWriteWeb and Rackspace.

And just one final note: I wanted to mention that this is the beginning of something much, much bigger—an ongoing initiative to help as many people as possible use these new tools of influence to make a bigger impact, to grow their companies and causes, to create a dramatically better future for us all.

But for now, let me just say that it's been an honor to have shared our inaugural "60-in-60" conference with you. And all of us here at ThoughtLead can't wait to continue the conversation in the months and years to come.

So, bye for now, and we'll talk very soon!