

— UNLEASHING — INFLUENCE

The Secret To Standing Apart On Social Media

*How smart
professionals
gain credibility
and visibility!*

ANGELA MULROONEY, DMD

—UNLEASHING— INFLUENCE

**The Secret To Standing Apart As
A Professional On Social Media**

ANGELA MULROONEY, DMD



Copyright © 2020 by Angela Mulrooney
All rights reserved.
Printed in the United States of America.

No part of this publication may be reproduced or distributed in any form or by any means without the prior permission of the publisher. Requests for permission should be directed to permissions@indiebooksintl.com, or mailed to Permissions, Indie Books International, 2424 Vista Way, Suite 316, Oceanside, CA 92054.

The views and opinions in this book are those of the author at the time of writing this book, and do not reflect the opinions of Indie Books International or its editors.

Neither the publisher nor the author is engaged in rendering legal, tax, or other professional services through this book. The information is for business education purposes only. If expert assistance is required, the services of appropriate professionals should be sought. The publisher and the author shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused directly or indirectly by the information in this publication.

ISBN-13: 978-1-952233-05-0
Library of Congress Control Number: 2020903355

Cover design by Joelyn Bricker, page design by Joni McPherson

INDIE BOOKS INTERNATIONAL, INC®
2424 VISTA WAY, SUITE 316
OCEANSIDE, CA 92054
www.indiebooksintl.com

Contents

CHAPTER 1: Why You Need To Stand Apart On Social Media. . . .	1
How Can Social Media Help You?	2
Why Should You Care?	4
Social Media Influencers: Who Are They?	5
What Does It Take To Be A Social Media Influencer Today?	7
What Is A Social Media Machine?	8
CHAPTER 2: Get Ready For A Personal And Professional	
Growth Spurt	11
Why Become An Influencer As A Professional?	13
Be The Change You Wish To See	15
People Like To Have Idols; They Also Like To Have Friends . .	17
Social Media Attracts Clients Who Want To Find You	18
Discovering What Attracts People To You Is Step One	19
Are You Ready?	21
CHAPTER 3: How I Leveraged Social Media To Become A	
Credible Influencer And How What I Learned Can Help You	23
From “Yuck” To “Yes!” In Just A Few Years.	25
Dancing Into Social Media After A Forced Early Retirement . .	27
Dancing Away From My Practice.	28
The Next Phase: Caveat Emptor	30
Earning Real Connections: In The Beginning	32
Social Media Scares Perfectionists	37
My Social Media Machine: The ROI	39
CHAPTER 4: Build Your Personal Brand	41
What Is A Brand?	43
You Have A Brand Already, Whether You Know It Or Not . . .	43

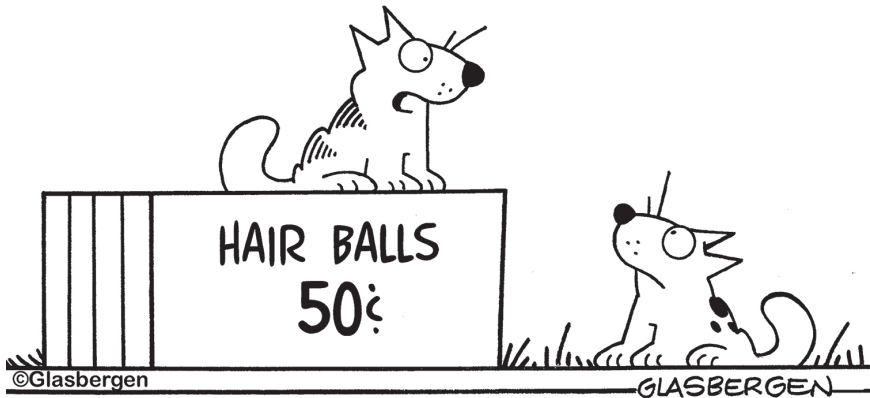
Why Create A Brand?.....	45
Mind Games: “But What If I Have Nothing To Differentiate Myself From My Competition?”.....	46
Identifying Business Superheroes.....	47
Identifying Your Superpower.....	49
Your Superhero Name Is Your North Star That You Must Live Up To.....	55
Personal Brand Next Level: What is Your Relatable, Lovable Vulnerability?.....	56
Your Brand Is Your Superpower, And Social Media Is Your Secret Weapon.....	58
What Does It Mean To Create A Credible Brand?.....	60
CHAPTER 5: Live Your Personal Brand.....	63
How Others Describe Your Personal Brand: How Do They Describe You?.....	64
Does Your Brand Have A Mission?.....	65
Your Brand Is Also About Something Other Than You: Your Audience.....	68
CHAPTER 6: Leverage Social Media To Boost Your Personal Brand.....	71
Defining Your Audience.....	72
Who Are They?.....	74
What Do They Do?.....	74
What Do They Like?.....	75
Weighing The Platforms.....	76
Search Versus Social: Real Content Is The Hidden Lever.....	78
Run Your Own Race.....	79
CHAPTER 7: Credible Content.....	83
What Is Content Marketing?.....	85
How Do You Start Building Content?.....	86

Frequently Asked Questions (FAQs)	87
Before And After	88
Behind The Scenes	89
The Mixology Of Posts	90
How Will You Show Your Superpower With Content?	92
Be Relatable	93
Embody Your Brand	95
How Personal Is Too Personal? The Pros And Cons Of Extreme Sharing	95
CHAPTER 8: Instagram Basics	103
Understanding The Platform	104
Pleasing The Instagram Audience	106
Crafting Engagement With Your Audience	108
Common Denominators	108
Get Serious About Engagement	109
The Hashtag Game	110
Pleasing The Instagram Algorithm	111
Goals And Analytics For Instagram	112
Monthly Goals	113
Monthly Analytics	113
CHAPTER 9: LinkedIn Basics	115
Understanding The Platform	116
Pleasing The LinkedIn Audience	117
Crafting Engagement With Your Audience	119
Common Denominators	119
Get Serious About Engagement	120
Making Your Content Findable On LinkedIn	124
Pleasing The LinkedIn Algorithm	126
Goals And Benchmarks For LinkedIn	128

Monthly Goals	128
Monthly Analytics	128
CHAPTER 10: Nurture Ongoing Engagement	131
Drawing People To Your Content	132
But What If I'm Not Good Enough?	132
But What If They Hate What I Put Out There?	132
But What If Someone Steals My Idea?	133
Dealing With Trolls And Negativity	135
CHAPTER 11: Convert Engagement To Cash	137
The Conversion Cycle In Social Media	138
What To Expect Over The Next Year	143
What If It's Not Working?	145
You're Not Pushing; You're Attracting	148
If You Post It, They Will Come	148
First-Year Social Media Machine Results: \$100,000 Closed	149
From Petrified To Confident	150
CHAPTER 12: Maintaining Your Social Media Influence	
Machine	153
Don't Hide Your Light Under A Basket	155
Playing It Safe Will Be The Death Of Your Brand	157
Watch Others, Get Inspired, Fear Nothing	159
Tag, Share, And Propagate	162
Recognize When You Need Help	162
In Summary	167
ACKNOWLEDGMENTS	173
ABOUT THE AUTHOR	175

— CHAPTER 1 —

Why You Need To Stand Apart On Social Media



**“Business is lousy. Maybe I should have
done more market research first.”**

I hear “I hate social media” from a lot of professionals. I get it, but I also don’t get it.

It’s similar to saying, “I hate being successful.” Let me show you why.

Times have changed and so has social media. It is no longer *just* a place to post cute videos, photos, or random thoughts people want their circle to interact with. It has become a powerful marketing platform that has changed the way we buy.

Think about how we made purchasing decisions as little as ten years ago. Back then, we relied on the opinion of friends or even went to meet professionals before doing research. We would call or drive somewhere to suss out whether we should buy.

Now, most people go online before deciding anything. They will look for online reviews. They will check out your website to see that you are a real business. Most importantly, they will check out your social media to see if you are credible, knowledgeable, and relatable. If you also appear to be influential, it is an easy decision for the consumer. To stay viable in your career or business, your marketing has to align with how your clients make buying decisions today. It’s time to add social media to your marketing tool kit.

How Can Social Media Help You?

The beauty of social media is that you don’t have to be a website wizard, a programming genius, or even a video editing master to get your name out. You don’t have to have a giant marketing budget. You don’t even have to be a star. You just have to be willing to put your credible self out there.

When was the last time you updated your website? Today? This week? This year? We often don’t update our websites to keep up with who we are because they are complicated and expensive to maintain.

They are a necessary credibility tool, yes. However, they are only a snapshot—of you, your team, your services, your brand—at one point in time. If you haven't updated your website for a week, it is already out of date.

Plus, trying to get noticed online with your website is a costly feat. Ten years ago, I was able to get my small dental practice to the first page of Google within the first two months of working with my web company because a lot of practices didn't have websites. By having a website, I looked high-tech, more credible, and ahead of the curve. This is not how it works anymore. Now, a website is an expected part of your online credibility portfolio, and it is hard to get first-page rankings with Google because everyone has a website.

The only way left to compete on Google with your website is to shell out of a lot of cash for Google Ads or Google Maps. You are then competing against other people who have already figured out this tactic. If you have a special skill most other professionals don't have, you may have a chance. If you are competing with the same bread-and-butter skills as the majority, you can lose your shirt trying to compete in the Google Ads pool.

Using your social media machine will crush your Search Engine Optimization efforts once you get it working. When used well, your social media profile will compete with your website on Google when searching your name or business name. I realize this is annoying after you have invested so much to get your website noticed, but let's shift into celebration mode. It's free to be found using social media!

Think about this: When was the last time you updated your social media? A few minutes ago? Today? This week? This year? We update our social media often because it's intuitive and user-friendly. It doesn't cost us anything. Most importantly, it is as caught up to who

we are as our last engagement with it. What other marketing tactic can do that for you?

Most businesses are leveraging less than 10 percent of the capacity of social media platforms. This is where opportunities exist even if you aren't using these platforms yet. Did you realize you can easily add six figures and more to your sales this next year if you leverage your social media well?

Aside from marketing your business, why else should you care about social media?

Why Should You Care?

There is a ton of room on the social media bandwagon, especially in the professional arena, because professionals are shy about drawing attention to themselves.

Let me ask you this: Do you like control?

Don't lie! Of course, you do.

Through social media, you can stack the deck in your favor by controlling the narrative about you and your company. By putting out what you want people to know about your business, you control how people think about you. The greater the quality and quantity of content you put out there, the more of an expert you appear to be.

Let me ask you another question: Do you like competing?

Most of us do to an extent, because it is thrilling, until it becomes a cutthroat race for clients.

To win the business race, you have to focus on running your own race, looking forward, and staying focused on *your* path. When it comes to advertising and marketing, you *are* in a race, competing against everyone else who wants to capture the attention of potential

clients out there—unless you are so unique that you are in a league of your own. Many people don't realize this, but you are unique as a human being. When you combine this knowledge with your skill set, industry experience, and credentials, you only compete against *yourself*. This combination is your superpower.

Because of this, I want you to be aware of your competitors, but not fixate on them. Instead, focus on taking advantage of every opportunity to feature your superpower in your industry.

Perceived credibility is one of the biggest determining factors for what will sway a buyer to go to one professional over another. This goes beyond your professional certifications, which only put you on a level playing field with your equally qualified colleagues. Personality, passion, and consistency are the differentiators when it comes to credibility. When you combine your professional credentials with who you are—with all your best qualities (and even occasionally, with some of your vulnerabilities)—you will attract more clients than someone who just has solid credentials.

Those who put themselves out on social media are perceived by potential and existing clients as more trustworthy, likeable, relatable, and credible. It's because of this: Who would put themselves out there to be criticized by the world if they weren't worthy of being there. Right?

The more you are real and true to who you are, the more ideal clients will appear at your door.

Social Media Influencers: Who Are They?

In the past, you had to be in mainstream media to have influence—think along the lines of Hollywood stars rather than the average Joe. Today, nearly anyone can be an influencer *if* they have something to contribute.

I'm not talking about the influencers of a few years ago—the ones who are uber beautiful with drones of followers who choose a product because they saw it in an influencer's post. For a while, the younger generation perceived being Instagram-famous as a glamorous and viable career path because companies were paying influencers thousands of dollars per month for recommending their products.

This is passé. There is a new influencer in town, and it is the *credible* influencer—professionals who are changing the world by sharing their knowledge. These are influencers who become superheroes of their industries; their clients and colleagues look up to and admire them for how generous they are in sharing their information and insight with the world.

In the professional world, influencer marketing (marketing through sharing thought leadership) is terrifying because it means putting your opinion and knowledge in the spotlight. Many professionals are conservative and shy about their talent. I understand that fear because I am the same way. My nature is not to stand out in a crowd; rather, it's to run away and cocoon in a nice, quiet space by myself. This same inherent nature makes it difficult for many talented professionals to stick their head above the crowd and grab some of the limelight.

That's understandable, because most professionals became outstanding at their craft by keeping their head down and focusing on their careers rather than by publicly discussing what they are doing. They focus on just the doing, privately. Being a doer can pave the road to success. But that is simply what is expected. It won't make you extraordinary or reward you on a higher financial level. To achieve these two things, you have to scale your reach, which in turn will scale your success. With a little effort and consistency, you can become the credible influencer of your industry. You can become the

expert everyone will be seeking out. You can become an influential thought leader in the eyes of your clients.

What Does It Take To Be A Social Media Influencer Today?

You don't have to be perfect to be successful on these platforms. Prospects are not seeking the most perfect professional out there. Instead, they are seeking experts they can admire *and* relate to. They are attracted to professionals who have a similar sense of humor, similar values, and a similar outlook on life. They are attracted to people who they feel they can connect with.

As a society, we are more disconnected than ever. When people can find real human connection, they will seek it out over and over again because it feels good. It feels better than connection with our devices, which gives us a short-lived dopamine high. A moment of true human connection can stay with us for days, weeks, and even a lifetime. You can demonstrate that potential for connection through your content by being your likeable, talented self.

Social media allows you to step into the limelight. You can create your own limelight rather than waiting for your big break. You'll also find you have some professional vulnerability because of putting yourself out there; you open yourself up for the world to say great things as well as mean things about you. Be aware, there are trolls who hide behind the anonymity of their device to say awful things. That is the world we live in, but the bad aspect of social media vulnerability comes with the good of credibility as you step into the limelight.

Becoming an influencer will not happen overnight. It is also not easy. It takes courage, discipline, and effort. It will challenge you in ways you can't imagine. You have to be ready to *show who you really are*. You will have to be prepared to let the world in on what makes you tick.

Like anything new, it takes practice to be awesome. When you start, you are going to be inconsistent and hesitant. You will make public mistakes. You will post content that does not get the engagement you predicted. You will create cringeworthy content you wished you had the foresight to kibosh before it hit the internet. You will find yourself wanting to quit.

This is part of the learning curve. It is a beautiful phase because you will discover what you are made of, what you are comfortable with, and what you are willing to do to be the success you dream of being.

The fascinating part about the learning curve, though stressful to you, is that it's interesting to observers. People enjoy seeing process and evolution. If they can see where you started and be an observer of your journey, they get hooked. They like seeing people grow and become better at what they are doing in technical and documented ways. It's like watching a reality television series.

It is scary to show where you are starting—especially as a professional—because we want to be polished and competent at our craft, not show our mistakes. However, people like *real*. The more real you are about where you are, the more attractive you will be to your audience because people's bullshit barometers are very sensitive these days. If you are over-polished, never let your guard down, never show an odd blunder or makeup-free moment, you become almost like an idol to your audience—a cold, untouchable object on a pedestal. Most people prefer to get their services from a living, breathing, relatable human being.

To be influential, just simply be you.

What Is A Social Media Machine?

To become a credible social media influencer, you have to build a social media machine—an approach to social media that is

consistent, calculated, and scientific. It is designing your delivery of content to get maximum impact for your career and business. It is curating an audience of people who can become buyers of your professional services or products. It is the pathway taking your career and business to the next level.

Gone are the days of generic content. Any company can slap their own logo on generic content and post it on their feed. This used to work when no one was doing much with their social media feeds. Today, this is not enough. To get noticed, you have to be different. You have to take it to the next level. This is where building your social media machine is crucial.

You will have to study your potential clients' perspective and learn to speak their language. You will have to present information the way they want to receive it. Your social media machine has little to do with how *you* interact with *your* social media.

The biggest secret to building your social media machine is accepting this fundamental truth: Social media, as a credibility and business-accelerating tool, is 100 percent about serving your audience and zero percent about *your* preferences. You will build a loyal audience when your social media machine is pushing out your content and knowledge you have in a way *they* want to receive it.

Building the machine isn't a one-and-done occurrence. It takes time. It evolves. It goes in unexpected directions. It is an entity that will let people behind the scenes of your work. An entity that will pull you out from behind your mask of perfection. It is an entity that teaches you how worthy you are to work with your clients and to contribute to your field.

To use your social media machine in a compelling, engaging way that builds genuine trust, you will be documenting your continued

growth, rather than a perfect state that was once captured by a great photographer or videographer.

Sound uncomfortable?

Welcome to my world.

One final word before you decide to begin: Once you step out of the shadows and into the limelight of social media, if you want it to work, you cannot retreat. Instead, you will need to figure out your superpower in your industry and allow it to consistently fuel your social media machine to churn and grow.

Are you ready to begin your ride to credibility?