

SMME Clinic Masterclass

Become a Key Person of Influence

Anton Ressel – ARC Consulting
Leveraging your personal profile to build
your business

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REVISED EDITION

KEY PERSON of INFLUENCE

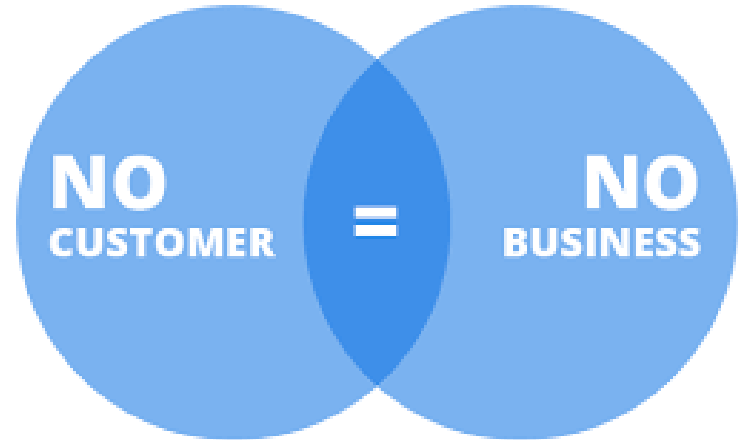
DANIEL PRIESTLEY

*The Five-Step Method to become one of the most
highly valued and highly paid people in your industry*



TWO QUICK QUESTIONS:

1. Do you have enough customers?
2. Do you have the kind of customers you want to work with?



Why become a Key Person of Influence in your Industry?

1. Clients will come to you
2. You can charge more for your product or service
3. You can choose work that you find exciting and inspiring
4. You can inspire and help others
5. You will open up new opportunities and avenues



How do you become a KPI?

1. Establish yourself as a thought leader
2. Build a strong personal brand
3. Provide value to your tribe
4. Network & collaborate



The 5Ps of becoming a KPI

1. **Pitch** – A compelling answer to the question ‘What do you do?’ If you can’t pitch your value with clarity and credibility it’s game-over.
2. **Publish** – blogs, articles, posts, books
3. **Product** – can you turn your skills, talent and ideas into products that people love to buy?
4. **Profile** – can you raise yours? You must stand out and be recognised – You are who Google says you are!
5. **Partner** - Nothing great was ever achieved in isolation



Becoming a Thought Leader

- Identify a niche within your industry
- Align that niche with your strengths and passions ideally
- Get involved in the right conversations



Building your Personal Brand

- What is your UVP? What sets you apart from others?
- Build a professional image – good photos, great bio, strong channels
- Consistent messaging



Providing value to your Tribe

- Great content – do the research
- Blogs, articles, posts
- Video content
- Free webinars
- Share & support

Your VIBE
-ATTRACTS-
Your TRIBE

@JENNAKUTCHER



Leveraging Social Media

- Choose the right platform – where is your audience?
- Engage regularly – share & comment
- Shine a light on others



Networking & Collaboration

- Industry events & conferences
- Collaborations & strategic partnerships with other thought leaders in your field
- Mentorship – give & receive



Media & PR

- If you win, tell others!
- Reach out to media outlets & channels
- Put your hand up for guest appearances
podcasts, radio, webinars



Powerful Online Presence

- Website – keep it current!
- SEO
- Email marketing - start a newsletter and build your Tribe



Final Thoughts

Becoming a KPI is a long-term commitment!

Done consistently & correctly, it will provide constant opportunities to gain respect, recognition, and the chance to make a significant impact...for many years to come!



Thank You!



Practical Business Remedies

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