

# Become An Influencer

Content Leader: KiKi L'Italien

Twitter/Instagram @kikilitalien

Amplified Growth & Association Chat



MARCH 11-13, 2018  
COLORADO SPRINGS, CO  
THE BROADMOOR



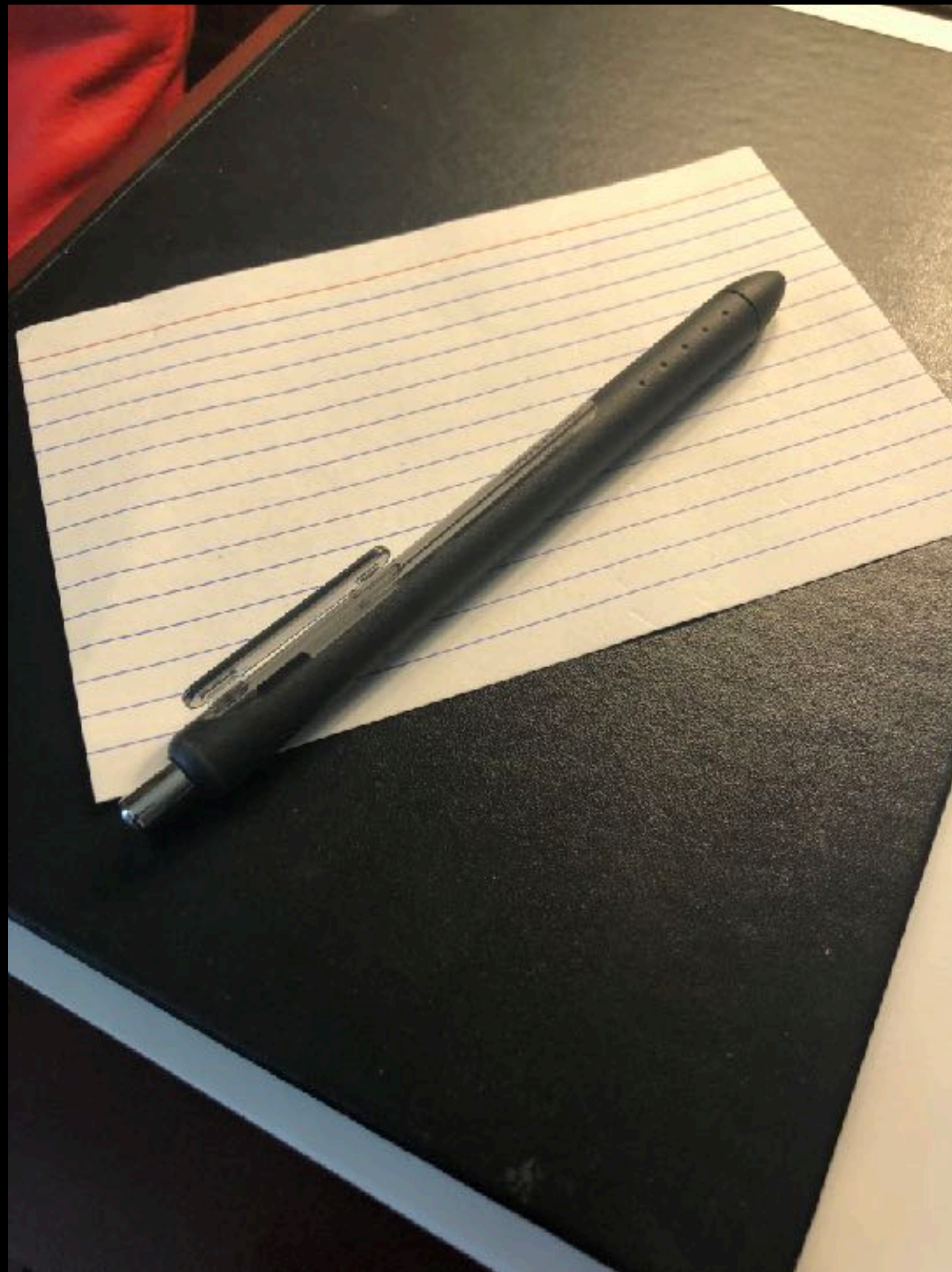
▶ #IDEAS18 ▶ @GreatIdeasConf



# INFLUENCER

Become An Influencer

**FORTY-FIVE  
SECONDS**





①

Kiki L'ITALIEN

kiki@amplifiedgrowth.NET

social media, speaker,  
design thinking, podcast,  
facilitator

01:00



**“The amount of messages,  
advertisements and marketing intrusions  
a person receives on a daily basis is  
massive. 250 billion emails are sent per  
day. 80% of them are spam.”**

*– Dan Andrews*

**What *is*  
influence?**

**The 3 R'S of  
Influence**



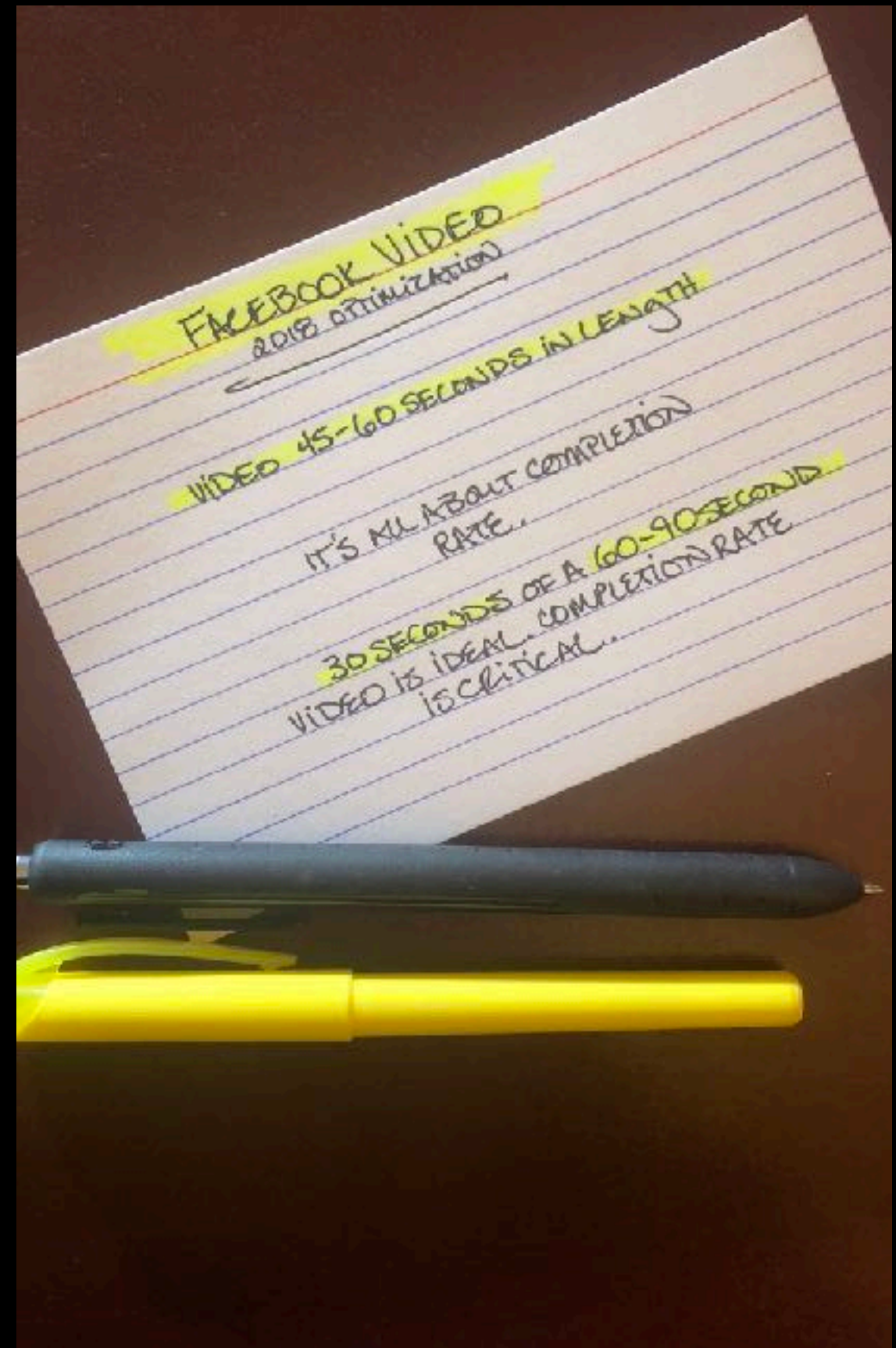




- **REACH**
- **RELEVANCE**
- **RESONANCE**

How do you  
*develop* influence?

The 3 Steps of  
Influence





# Step 1: Launch

# Platform

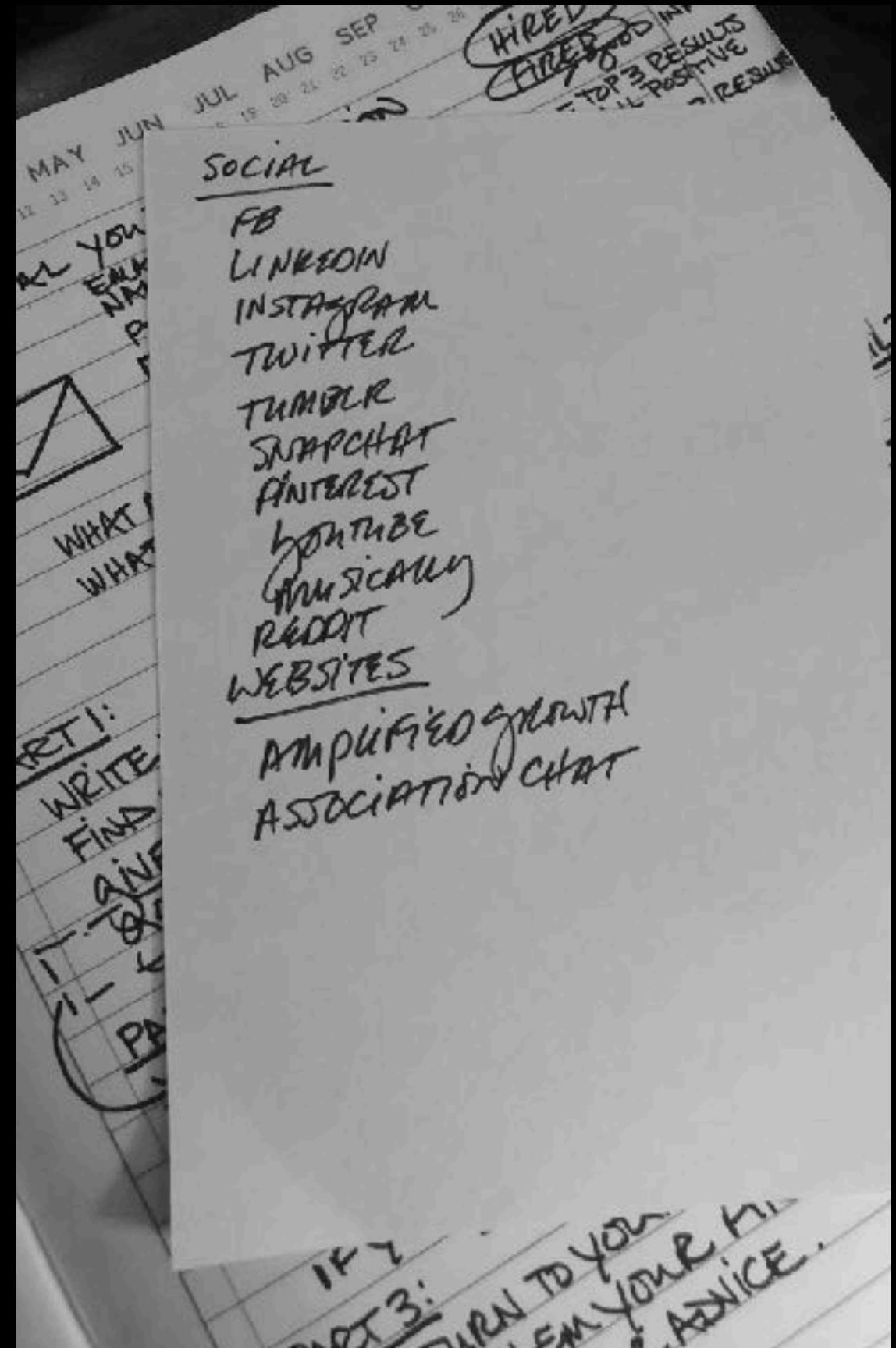
- What matches your personality?
- Where do you already have a following?
- Which channel makes the most sense for your audience?

What would be *easiest*?



# List your channels

- Congruency, Consistency & Clarity
- Shares
- Influence



**It's all about  
who you know**

*...or who tweets and  
shares your content*





# What DRIVES you?

- Who inspires you in your category or business?
- Who would *already* be willing to follow you?
- What communities might support your vision?

**\*Note: When you think “influencer”  
whom do you think of?**







**Twitter followers = 23.8k**







**Calvin Lee** is with KiKi L'Italien.

October 14, 2010 · 🌐



I finally met @kikilitalien IRL at the @LuxorLV VIP party tonight. She is so much fun 😊 #BWE10







**Calvin Lee** is with KiKi L'Italien.

October 14, 2010 · 🌐

I finally met @kikilitalien IRL at the @LuxorLV VIP party tonight. She is so much fun 😊 #BWE10

**Twitter followers = 95.8k**



**confluence**  
THE COMPLETE DIGITAL  
MARKETING CONFERENCE

BLOG

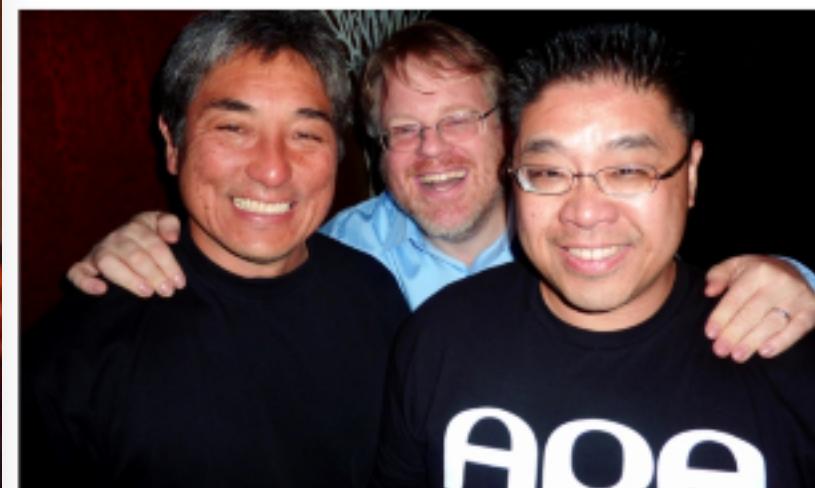
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ABOUT

SPEAKERS

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## DIGITAL INFLUENCER SPOTLIGHT: CALVIN LEE



Calvin Lee on the right



**kind of a big  
deal...in  
photonics**







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# Thomas M. Baer

From Wikipedia, the free encyclopedia

**Thomas Baer** is the Executive Director of the Stanford Photonics Research Center,<sup>[1]</sup> a consulting professor in the Applied Physics Department and an Associate Member of the Stem Cell Institute at [Stanford University](#).<sup>[2]</sup> His current scientific research is focused on developing imaging and biochemical analysis technology for exploring the molecular basis of human developmental biology and [neuroscience](#).<sup>[3]</sup> He received a B.A. in physics from [Lawrence University](#) in 1974, and a Ph.D. in atomic physics from the [University of Chicago](#) in 1979, where he studied with Professors Ugo Fano and Isaac Abella. After receiving his Ph.D. he worked with [Nobel Laureate John L. Hall](#) at JILA, [University of Colorado](#), performing research on frequency stabilized lasers and ultra-high precision molecular spectroscopy.<sup>[4]</sup>

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## Career [\[ edit \]](#)

Throughout his career Dr. Baer has been extensively involved with startup companies in [Silicon Valley](#). In 2008 Dr. Baer co-founded Auxogyn, Inc., a diagnostic company devoted to advancing women's health by developing technology for assisted reproduction and in vitro fertilization.<sup>[5]</sup> The technology which formed the basis of Auxogyn products was selected by [Time Magazine](#) as one of the top ten medical breakthroughs of 2010.<sup>[6]</sup> From 1996 to 2005 Dr. Baer was the CEO, chairman, and founder of Arcturus Bioscience, a biotechnology company located in [Mountain View, CA](#), which he established in 1996.<sup>[7]</sup> Arcturus Bioscience pioneered the area of Microgenomics by developing and manufacturing laser microdissection instrumentation and integrated

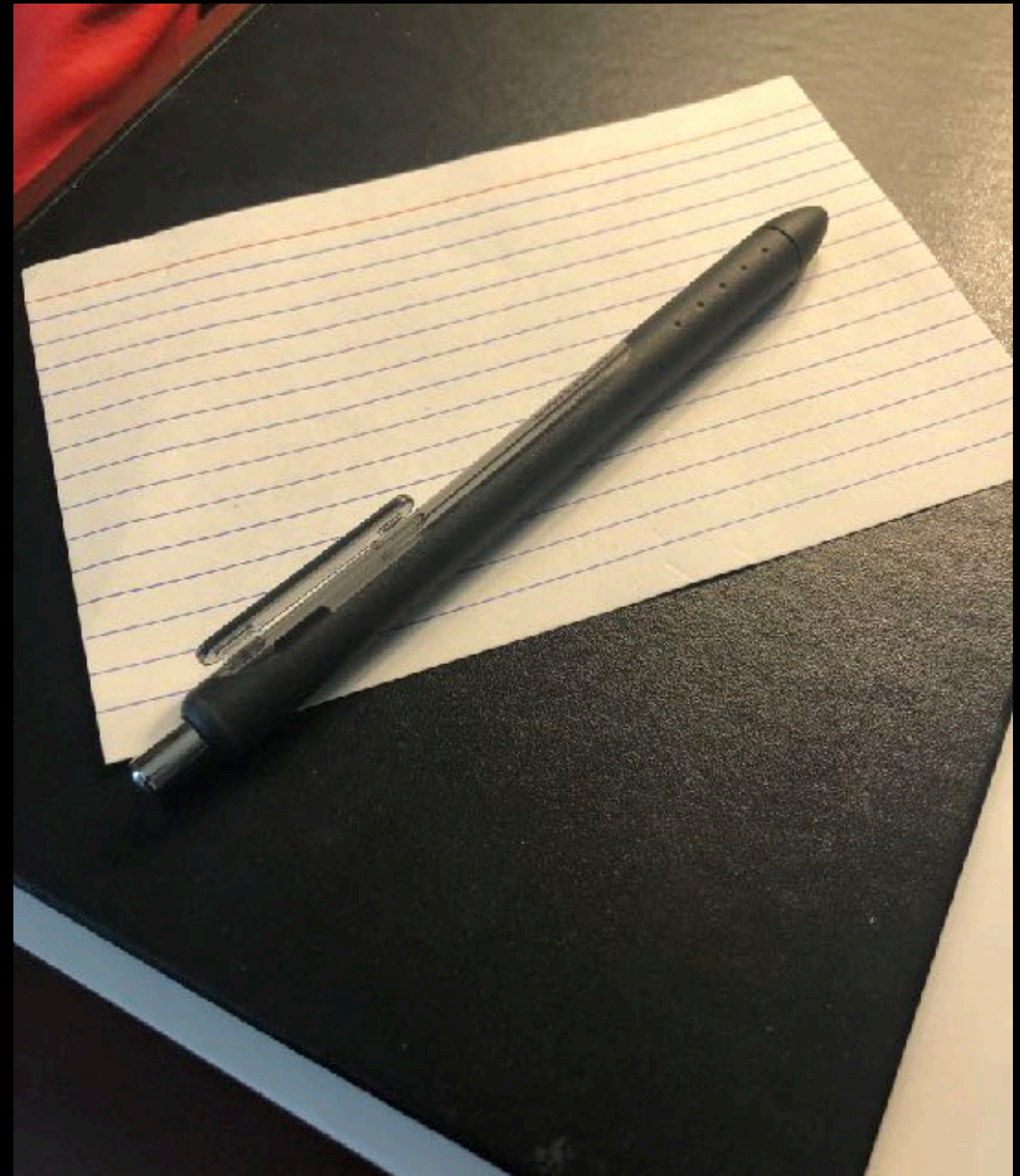
**Twitter followers = 0**





# On Takeaway Card

- Platform - Priority
- People - 3 Influencers





01:00



**Step 2: Share**

Build “1000  
True Fans”



# Your Content Catalog

- Website with featured content
- Whitepapers, interviews, podcasts, apps
- Videos, blog posts, articles
- Ask for link backs
- Think of collaborations

# Identify the Novel

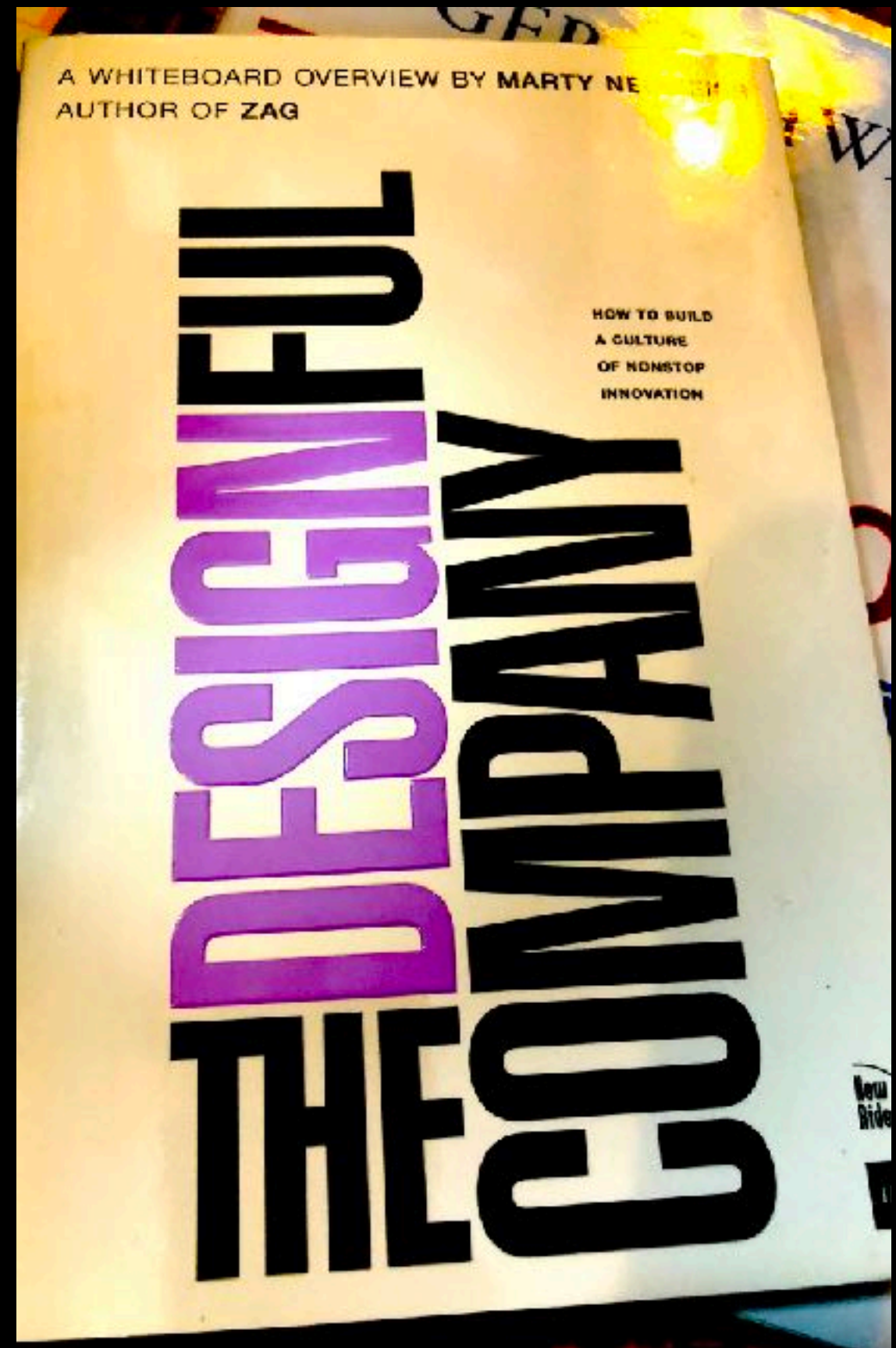
Is there anything new your audience could get, feel, think based on your offer or information?





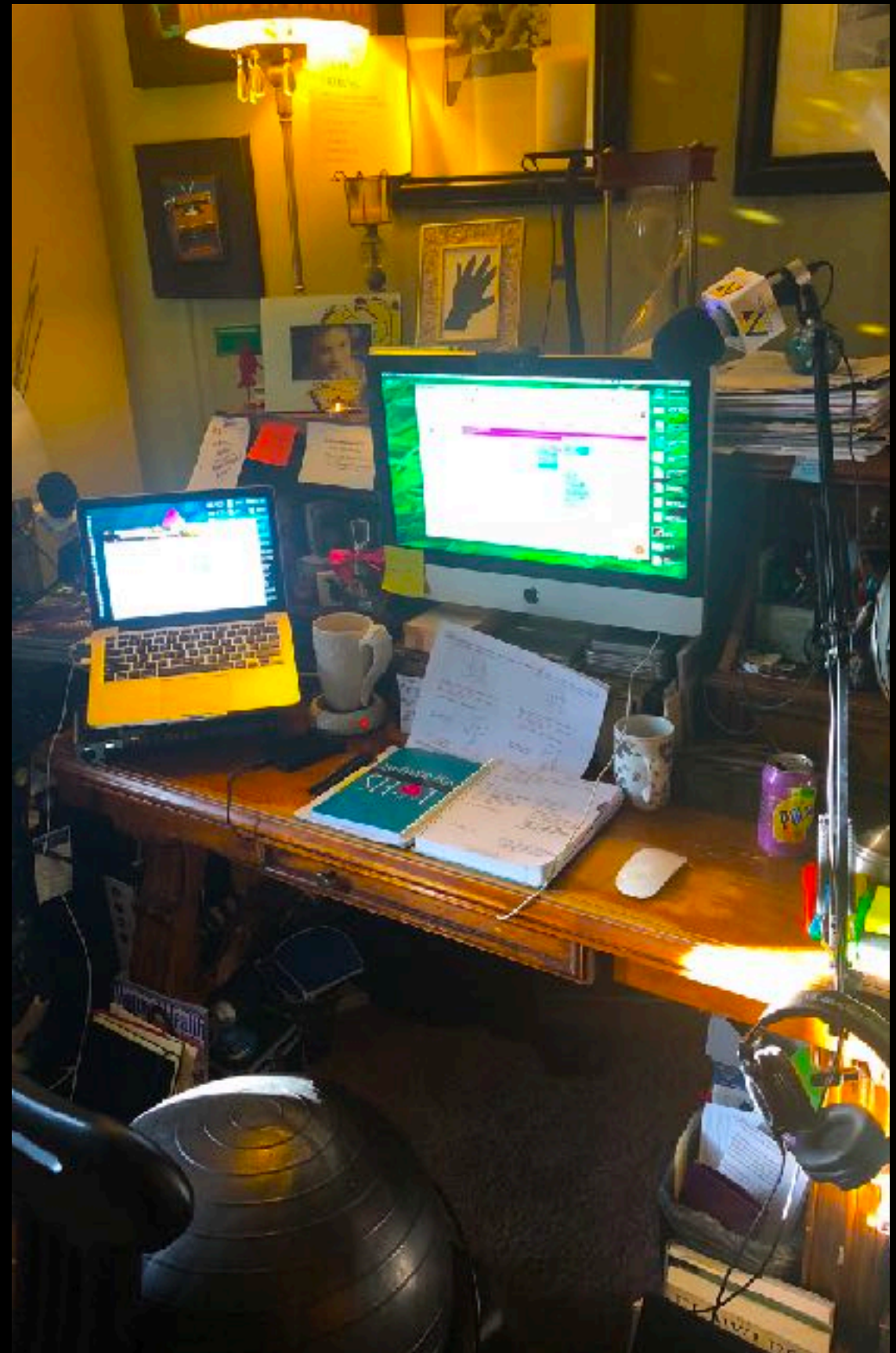
# Identify the Useful

Is there a function or feature of the content you are sharing that your audience wants?



# res·o·nance

If something has  
a resonance for someone,  
it has a special meaning  
or is particularly  
important to them.





01:00



# Step 3: Thrive

①

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- Google your card's owner using only their name
  - If the name is common, use one of the key terms with it
  - Still nothing? Try it with their email address?
- Were the top 3 results about that person?
- Were any of the top 3 results about the person also tied to their keywords?



03:00

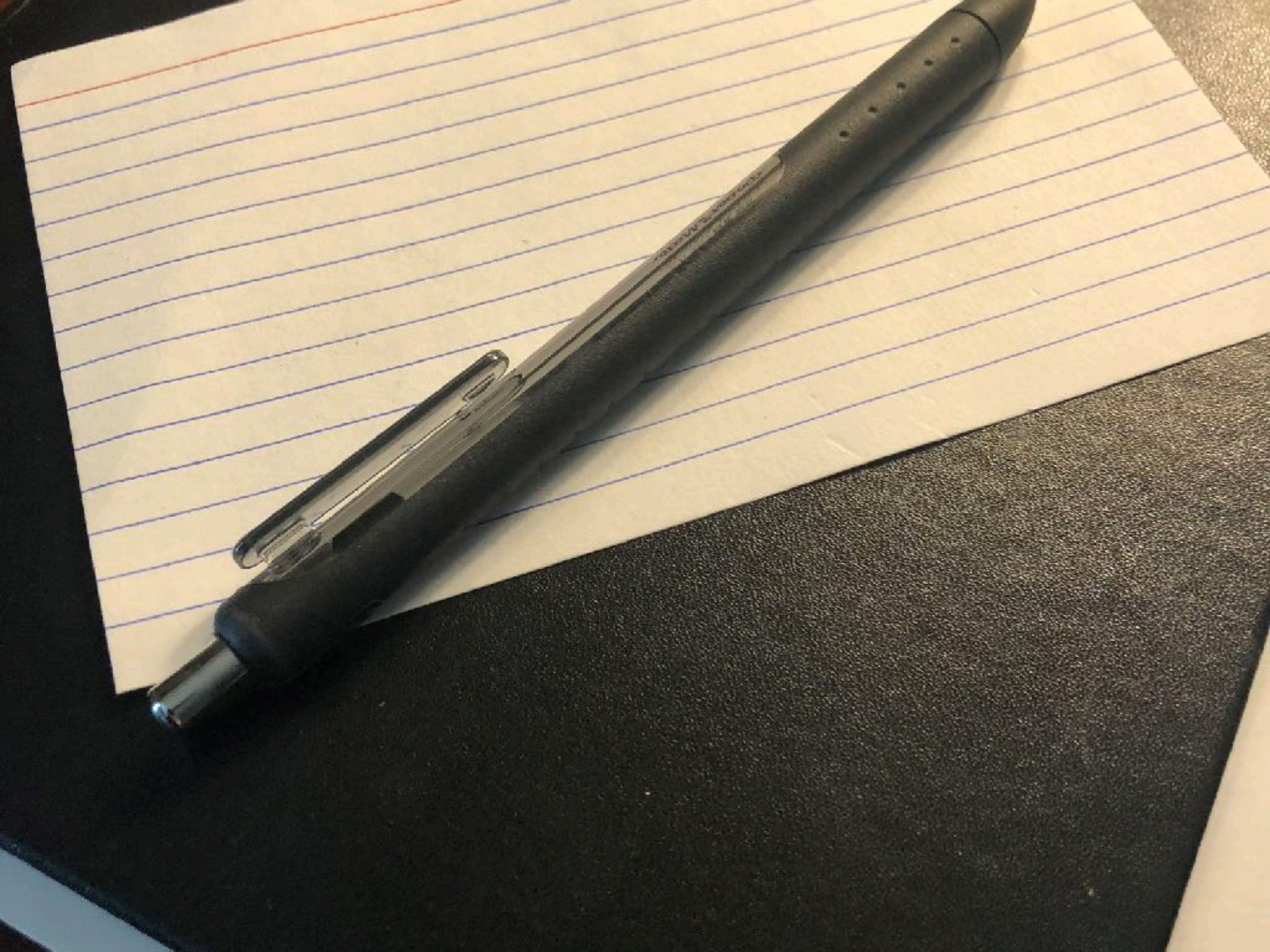


# Why Haven't You Done It Yet?

If you know what you  
need to do, and you  
aren't already an  
influencer, identify why.









01:00

**“I made my own assessment of my life,  
and I began to live it. That was freedom.”**

*– Fernando Flores*



# Thank you for your participation!



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# Resources

- *The Influencer Economy* by Ryan Williams (book & podcast) <http://www.influencereconomy.com/>
- Association Chat interview with author Ryan Williams (podcast)
- *Known* by Mark Schaefer (book) <https://www.businessesgrow.com/known-book/>
- *Stand Out* by Dorie Clark (book) <https://dorieclark.com/stand-out/>
- Amplified Influence by KiKi L'Italien (online coaching program) <http://www.amplifiedgrowth.net/contact/>

