



#Motherhood

#Mompreneurship

#Motivation



How to Use Your Blog to Become a Digital Influencer

@ThePositiveMOM_ #MompreneurAcademy #Blogging101

*Thinkers, dreamers, founders, doers,
welcome home.*

Passionate sponsor of SXSW Music and Film.



The power to do more

BARBARA JORDAN TERMINAL

SOUTHWEST
AIRWAYS
H.2044



**GATES
1 - 11**

**GATES
12 - 25**



SOUTHWEST
AMERICAN
CONTINENTAL
UNITED
US AIRWAYS
JET BLUE
FRONTIER



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EVERYONE

is an influencer

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EVERYONE

Can make an impact
Can inspire people to take action
Can get paid to do what they love

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EVERYONE

Can be someone who inspires change in the
behavior or opinions of others

Microinfluencer / Macroinfluencer



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Why am I not doing it?

Not a writer

Fear of judgment

No time





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Not a
lack of time...

FedEx®

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a lack of awareness!



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The Top 3 Qualities Every Successful Online Influencer Must Have To Crush It Online

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- Authentic
- Engaging
- Community builder



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1 Strategy You Can Implement Right Away to Become a Top Influencer in Your Field

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Is this your reader?

"I don't know who you are.

I don't know your company.

I don't know your company's product.

I don't know what your company stands for.

I don't know your company's customers.

I don't know your company's record.

I don't know your company's reputation.

Now—what was it you wanted to sell me?"





Elayna's Influence Formula

Credibility
+ Vulnerability
+ Visibility

= Profitability





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Once upon a time...

SCARS

STITCHES

BRUISES

ABUSE

VIOLENCE

DEPRESSION

**SUICIDAL
THOUGHTS**

CRUELTY

HUMILIATION

UNREALISTIC EXPECTATIONS



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Self-expression
Healing
Connection
Refuge
Courage
Meaning
Purpose
Relief

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- You are worthless
- You don't deserve to be alive
- You will never do anything right



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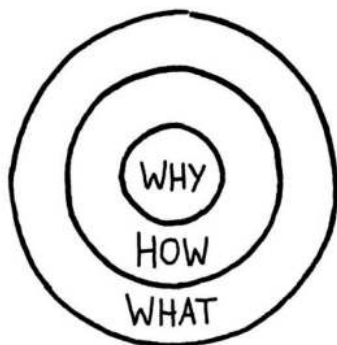


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The Golden Circle



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THE WORLD

is waiting...

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TOYOTA
Let's Go Places



CHUCK E. CHEESE'S

Johnson's



Disney CRUISE LINE

Dove



Cadillac



CHEVROLET

STEVE
HARVEY



JCPenney

HBO



SeaWorld
ADVENTURE PARKS



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LATINA



CNN
EN ESPAÑOL

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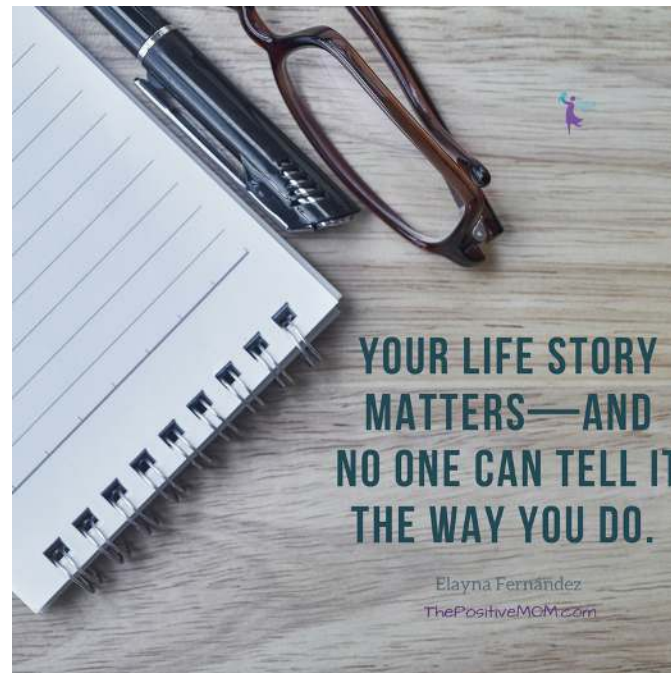


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One partner... One minute



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STORYTIME!

I was...
I found...
And so...
Now ...
I encourage you to...

Before / After
Once upon a time / Happily Ever After





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“We teach the
MESSAGE we
NEED.”

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DISCOVER[ED]

Affiliates
Ad Networks
Influencer Networks
PR Agencies
Brands

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The Ultimate Checklist For A Successful Blog Post That Both Google and Your Readers Love And Brands Will Pay For



- Write for ONE reader
- Model successful headlines
- Publish consistently
- Spend time on SEO
- Employ visual storytelling
- Be vulnerable



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“You don’t have
to be **GREAT**
to get started,
but you have to
**GET
STARTED**
to be great.”



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