

## **Be Your Own Hero: Presence – You, Your Brand, Your Following**

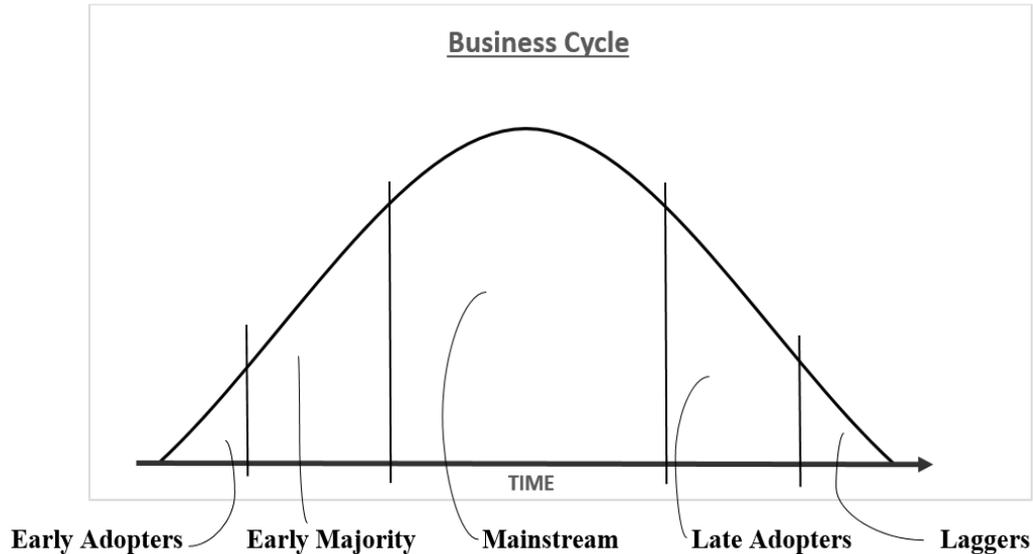
### **Synopsis**

In this class, Marc highlights the importance of your presence when starting and sustaining a movement. At the core of it all, he reminds you that consistency is always the key to your success. The question now is – how do you maintain that rhythm? He breaks this down into a timeline format of what is called a business cycle, and how in each step your presence can have an impact. In the array of platforms to choose from, Marc provides a clear guideline to help you select those that fit you best. Are you ready?

### **Key Points**

- The factors to think about when it comes to your presence:
  1. Online Presence – Cheap yet very competitive.
  2. In Person – How you engage and how frequently.

\*\* In either case, CONSISTENCY is the most important factor. \*\*
- At this point in the class, the question is – How to maintain the **rhythm**?
  - Find the pattern and momentum.
- Marc explains, referencing a TedTalk (link below), how a leader is only half of the equation in creating a movement. It is in fact the first-followers that decide to embark on the movement that truly have an impact. And the reason is simple; they are important because they are the **MOVE** in your movement that begin sculpting the path.
- As some of you may have learned in business, there is a timeline for your business to sprout, reach its peak and eventually mature. Marc elaborates using a similar timeline as shown below:



**Early Adopters** make or break your movement as they dictate the path of your movement and provide feedback to refine your movement. Marc likes to call them your **ambassadors/superfans**.

**Early Majority** are the people that make this more of a mainstream phenomenon. Similar to early adopters but that come in later, within the first few months to a year of your movement.

**Mainstream** are people that join when your movement is at its peak stage.

**Late Adopters** are those that could no longer hold off and eventually join the move.

**Laggers** are those that are way behind their time and unable to upgrade to the current movement.

- Many people believe that this cycle is the end of the business cycle but Marc believes that this is not true, and that there is a way to break out of it and continuously grow (which will include some down periods, of course, but also creates a new pattern/cycle of its own).

Recall → **WHY** is this relevant?

**WHAT** are you trying to communicate?

**HOW** that applies?

**NOW** is the time to take action?

- The above factors are what it takes to complete the cycle and if you have achieved so, what you don't see on the timeline above is that the cycle **restarts**. In other words, this is the time to take your mission further by adding a new cycle; a new wave to your movement – **and there is nothing stopping you from doing so!**
- When it comes to your presence, Marc believes that, both online and in person, the best way is to tell the story is in every single post, newsletter, engagement, etc. – making sure that it is in a very clear format.

### **Power & Focus**

- Eventually, the question becomes – what platform do I use?
  - Use what you prefer – what you are good at and not just because it is popular.
  - As Marc explains, the **power is in focus** – the longer you focus, on a given platform for example, the more power you will have in igniting that “fire” for your movement.
  - If you do need to use a platform you are not good in, then consider outsourcing it.
- There are some Dos and Don'ts to follow in choosing a platform that is useful to your presence, as shown below:

<b>DO</b>	<b>DON'T</b>
Quality: How will that help? How will that add value?	Let good be the enemy of great.
Quantity: The more frequently you show presence, the more effective.	Post just to post.
Curate: The quality and quantity balance.	Be afraid to steal.
Create: Original form of contribution.	Make your systems too complex.
Rich Media: In audio, video or both.	Jump ship too early
Evaluate: Data put out and its response.	
Adjust: As change is inevitable.	

- This creates a cycle that you can restart and go again and again, that will move your movement.
- Remember presence can be manufactured but it cannot be sustained if there is no passion.

## Powerful Quotes

- Marc’s analogy on a movement - “There’s ingredients that are missing for a seed to not properly sprout in winter, but then for it to know also, when it is spring; when it is time to activate.” [6:33]
- Marc’s analogy on a business cycle – “The caterpillar turns into a cocoon but the cocoon is not the last stage. It does into a butterfly. And we think that the butterfly is the last stage but the butterfly somehow gives birth to the next caterpillar, and it comes back again.” [14:13]
- “If you are able to get people into the cycle and the habit again, and I know I have said this again, but the idea of building that habit and building that, allows your movement to thrive.” [16:05]
- “It’s way harder to go out into the ocean and try and create a wave and then surf it, than it is to just surf the existing waves.” [26:52]
- “Experience in it of itself is the beauty of life. You see happiness, the movement will never have an end. There is no one road to happiness. In fact, happiness is found not as a destination but as a way of travel.” [41:31]

## Weekly Challenges

- Take a step back and go down the WHY, WHAT, HOW & NOW of your movement.
  - Refer to the timeline – where do you stand?
  - What are some of the changes / improvements to work on?
  - What is needed to add a new cycle / restart a cycle?
- Using the table of Dos and Don’ts:
  - What platform(s) is/are the best fit for your presence?
  - Do you need to outsource?
  - Remember Power is in the Focus.

## Useful Links

- 8 Steps to Telling an Engaging Story - <http://superheroacademy.net/classroom/8-steps-to-telling-an-engaging-story/>
- Branding - <http://superheroacademy.net/classroom/branding-the-basics-of-branding-you-need-to-know/>
- Documentation - <http://superheroacademy.net/classroom/documentation/>
- Simon Sinek TED Talk - [https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)