

Be Your Own Hero: Rob Dial & Marc Angelo Talk About Being An Influencer

Synopsis

As an influencer, Marc knows the challenges and rocky road to create an impactful story and a following. This time he turns the spotlight on Rob Dial to learn more about how he became one of the best influencers on social media. Rob shares with us his journey, challenges and growth towards his passion of teaching and creating positive content. Watch and learn as these two powerful influencers go back and forth on this subject to help you become a successful influencer. Are you ready?

Key Notes

Rob Dial – Motivational Speaker

- Everyone starts from somewhere. Rob’s journey began at a very young age where he faced many obstacles as well as opportunities that enabled him to overcome internal conflicts and make room for growth.
- He made a life changing decision to create a Podcast to pursue his passion of teaching.
- Rob explains how he faced a series of “incremental growth” that is SLOW in the beginning, until you reach a tipping point that finally takes off and goes viral.

BUT THIS DOESN’T COME EASY:

- He made at least 75 videos before **ONE** went viral.
- He made many equipment upgrades over time, to provide high quality content.
- Now he has over 550K followers – creating positive impact and reaching people twice the size of United States!

Put Out Content That Resonates With People And Is Empowering

- Marc explains that it is not enough to want to grow a following without **ACTUALLY** understanding what motivates you to share that content in the first place.
- He believes the reason so many people drop the ball on becoming an influencer is because they go in asking the wrong questions.
- He highlights that it is important to focus on the **VALUES** you want to resonate first, and that, is ultimately what influence is.

Want To Be The Next Influencer?

Here's What That Looks Like From Rob's Perspective:

- It's all about **AUTHENTICITY**.
- One day when Rob was meditating, he realized that it is **NOT** about creating content that will go viral. You shouldn't be thinking about how and what is going to go viral, but rather, **what do people need to hear**.
- The destination remains the same (virality), but now you allow yourself to be more authentic when your aim is to tell people what they need to hear, in the form of a friendly advice.
- Rob explains, "In a place where everything is so highly produced, and people are seeing that all the time, I think that they're starved for authenticity and when something authentic comes out is when it really hits with people and when it hits with people is when it goes viral".

*** REMEMBER → The number of views are actually **faces** that you are impacting, making a difference in their life, or just simply, providing a change of perspective.

Equipment – Barrier To Entry Myth

- Marc points out that it really doesn't take much to become an influencer, in terms of having the right equipment, to start.
- We live in a digital world with camera phones – that alone is enough to begin.
- Take SnapChat for example. Using that to take 15 second videos is a fantastic way to practice your "muscles" in becoming an influencer.
- Do not focus on making highly produced videos - **focus on the progression**.

What Is It Like To Be On The Road (As An Influencer) For Rob Dial

- When asked if it is over glorified: He believes that it is never over glorified and that it is amazing – you get to travel!
- He views travelling like journaling or reading a book. For him, not travelling is like missing pages of a book.
- However, it does get hard at times. In those moments, is when he realized that to stay in his “genius zone”, he needs to delegate tasks, hire assistants and such.
- Understand that this took years to achieve – after endless late nights that eventually, through time and effort, reduced his hours of work.

Working ON The Business VS Working IN The Business

- Marc points out that there is a difference between working IN the business and ON the business. It is important, at first, to work IN the business and gain that experience, training and such before hiring someone.
- Essentially you become a mentor, but before you can get to that, become a MASTER at what you do as a digital nomad or an influencer.
- Understand that, the habits and patterns that you can put in place is the first step. Once you have achieved that, in other words, can make a living off it and empower yourself, is when you can look at the next step.
- The next step is to systemize it – how can you remove yourself from it and keep the cycle running?

How Do You Know What And When To Outsource?

- Before any of that, Rob believes that you should first train yourself on what it is you want to outsource:
 - Step 1 - One of the things is training yourself in the right way – something that many businesses fail at.
 - Step 2 - Is to train someone else in such a way that you do not have to keep coming back to teach them again and again. They need to understand the psychology behind your business.
- Marc explains the importance of investing in a mentor that is succeeding at what you want to do – follow their trail of bread crumbs.
- Learning as an apprentice under someone that is already great at it, is far more powerful and cheaper than the traditional learning system, according to Rob.
- Be willing to work for free even!

Last Moment Advice From Rob Dial On Becoming An Influencer

- Re-watch the last 2 minutes of the course as he addresses you directly with key points!

Powerful Quotes

- “All I am trying to do is make people think differently than the news makes them think. The news is so negative. I am trying to make people realize it is not as bad as they think. [The world] is actually better than it has ever been.” [7:24] – Rob Dial
- “It’s not about the numbers, it’s not about how many people are paying attention. It’s about how much emotion did you invoke in those people.” [8:40] – Marc Angelo Coppola
- “In a place where everything is so highly produced, and people are seeing that all the time, I think that they’re starved for authenticity and when something authentic comes out is when it really hits with people and when it hits with people is when it goes viral.” [12:28] – Rob Dial
- “The truth is, when somebody pulls out their phone, their looking at their phone directly themselves. It’s one person absorbing, even if their watching with a group of people, they’re still watching it as an individual. And to remember that the numbers represent people that are out there in the world, that are being motivated and feeling the emotions of whatever it is that you are authentically expressing, has a real powerful impact.” [19:15] – Marc Angelo Coppola
- “The world is like a book and if you don’t travel, you only reading one page over and over again.” [21:53] – Rob Dial

Weekly Challenges

- Think about the message and value you want your audience to resonate with
 - Practice by making 15 second videos with whatever equipment you have already
 - Focus on what people need to hear
 - Be authentic
 - Focus on the progression – NOT the result

- Think about what you will want to outsource and what your “genius zone” is
 - Become a master before hiring someone on the task you want to outsource
 - Invest in a mentor that is already successful in what you want to do
- Remember – Haters Gon’ Hate
 - Do not let fear of rejection or judgement stop you
 - Focus on making a difference no matter the size!

Links Mentioned

- 4-Hour Work Week – Tim Ferris (Book)
- David Silva – Online Influencer