



## **2019 MDRT Top of the Table Annual Meeting e-Handout Material**

<b>Title:</b>	<b>Personal Branding</b>
<b>Speaker:</b>	Kevin Harrington
<b>Presentation Date:</b>	Saturday September 28, 2019
<b>Presentation Time:</b>	9:00 a.m. -11:30 a.m.
<b>Session Room:</b>	Congressional Ballroom B-C

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### SMALL BUSINESS CENTER

ONE-STOP CENTER FOR SMALL BUSINESS NEEDS

We Offered the "First Shared Office Suite" that Included:



- Accounting Services
- Advertising
- Business Brokerage
- Graphic Design
- Insurance
- Legal Services

KH Kevin Harrington

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### SMALL BUSINESS CENTERS



Arizona California Connecticut Florida Georgia Illinois Massachusetts Michigan Minnesota New Hampshire New York Texas Tennessee South Carolina Rhode Island Oklahoma Ohio

KH Kevin Harrington

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### PHILADELPHIA HOMESHOW



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Worlds 1<sup>st</sup> Viral Video Over \$500 Million in Sales



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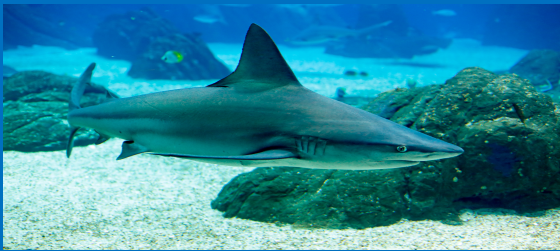
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SHARK TANK



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## MAGAZINES, NEWSPAPERS, TV...

### HUGE DECLINES

Consumer magazine circulation revenue in North America, 2008-2016



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## MILLENNIALS DITCHING THEIR TV SETS AT RECORD RATE



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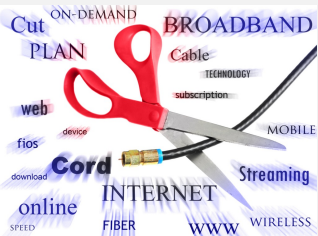
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## CUTTING THE CORD



56.6 million US consumers to go without pay TV this year, as cord cutting accelerates

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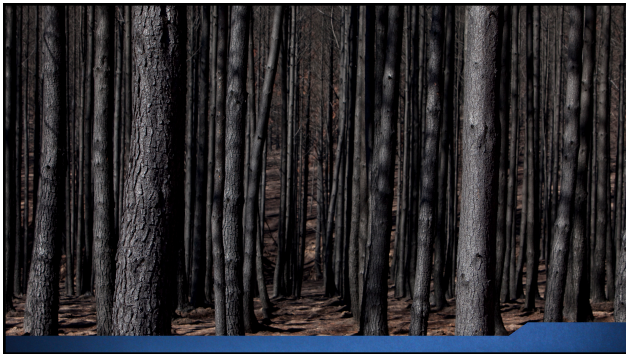
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IF YOU ALWAYS DO WHAT YOU'VE ALWAYS DONE...  
YOU'LL ALWAYS GET WHAT YOU'VE ALWAYS GOT.  
-HENRY FORD



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**STEP 1**  
**CREATE A DREAM TEAM & ADVISORY BOARD**

**“When you’re on fire rewire!”**



- Financial Operational/Tech Experts
- Celebrities and Influencers
- Digital Advertising Gurus
- Make introductions across strategic areas
- Recruit other members of advisory board
- Assist in recruiting process of Executives
- Attend strategic meetings with you
- Help you get access and press
- Help raise capital

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**STEP 2**  
**EMBRACE DIGITAL DISRUPTION**

**“When you’re on fire rewire!”**



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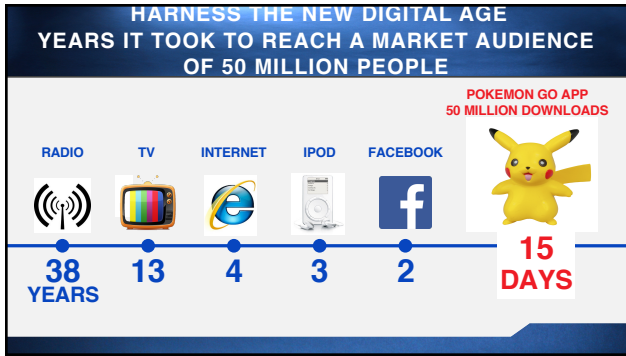
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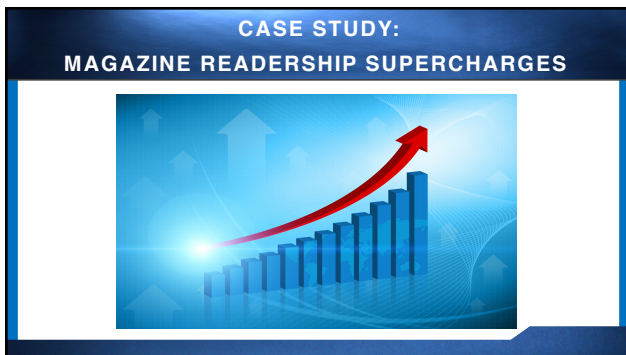
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**STEP 3**  
**BUILD YOUR BRAND BY RAISING YOUR PROFILE**



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**YOU NEED TO PUBLISH**

**THE BENEFITS OF PUBLISHING**

- Build Credibility
- Build Your Brand
- Create a Digital Magazine
- Enhance Your Reputation as an Expert
- Stand Out from the Competition

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**POWER OF VIDEO**



- More Video Content Uploaded in Last 30 Days vs. Last 30 Years of TV Content
- Users View More Than 500 million hours of video each day on YouTube
- Website's 50x More Likely to Appear on 1<sup>st</sup> Search Page if it Includes Video
- Including Video on Landing Pages can increase conversion rates by 80%
- 90% of consumers claim a video will help them make a purchasing decision
- Viewers retain 95% of message they watch in video vs. 10% reading text

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### CREATE CONTENT

- Newspapers, magazines, trade journals, radio & local TV
- Speak at Chambers of Commerce and Trade Shows
- Create meetup groups and networking events
- Create Charitable fundraisers
- Live podcasts and webinars
  - "Interview the Expert"
  - Join targeted groups on LinkedIn
- Create a Digital Magazine
- Facebook Live
  - Create dynamite video content

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### SOCIAL MEDIA ADVERTISING



- SOCIAL MEDIA BEGAN AS ENTERTAINMENT TOOL & EVOLVED IN TO A POWERFUL MARKETING TOOL
- OVER 2.5 BILLION ACTIVE FACEBOOK USERS
- OVER 1800 TARGETING POINTS ON FACEBOOK CLASSIFY BY:  
Age, Relationship, Gender, Generation, Business, Industry, Etc.
- TARGET CUSTOMERS IN ALL SECTORS:  
ie. Author, Dentist, Chiropractor, Yoga Instructor, Doctor, Lawyer, Coaches, Mentors, Etc. - Precision Marketing

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### HOW TO BUILD A DIGITAL FUNNEL

- 1  
CREATE YOUR LEAD MAGNET
- 2  
CREATE YOUR TRIP WIRE
- 3  
DEVELOP YOUR CORE OFFER
- 4  
SET UP EMAIL AUTOMATION
- 5  
UTILIZE RETARGETING

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### UNILEVER PAYS \$1 BILLION...



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### OLD CULTURE

A FEW CHANNELS BROADCASTING TO MILLIONS OF PEOPLE



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### NEW CULTURE

MILLIONS OF CHANNELS BROADCASTING TO A FEW



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 @officialkevinharrington  
 @HarringtonKevin  
 @thekevinharrington

KH Kevin Harrington

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