

## Become an Influencer

The only thing I would talk about would be marketing and your own recognition. It's always tough getting started. I remember a lifetime ago, my sister, a recent graduate with a Graphic Design degree saying in an interview with someone from Hasbro after being told she had a great portfolio, but no experience, "how am I supposed to get experience, if no one will hire me?" She ended up getting the job. But, it was her initiative. I can advertise someone all over, but if no one has heard of you, others may not be willing to step forward and make the commitment to sign up.

Part of the solution is to market yourself. A few of the ways may be to:

1. Start blogging on your website. If you don't have one, get one. You can make a free one at <https://www.WordPress.com>
  2. Share your expertise, blog posts and just sharing, on the organizational listserves. Be a regular blogger, poster and generally helpful person.
  3. Apply to do a workshop at a CSL sponsored conferences or any of the smaller regional conferences.
  4. Join or "like" as many of the Facebook oriented New Thought, Religious Science and CSL pages and post there too.
  5. To expand your influence post to Twitter, Instagram and Pinterest as well.
  6. "Friend, Like and Follow" everywhere you can.
  7. Start an online book study or study group.
  8. Join a CSL committee or run for office
  9. The more ways you can put your name out there, the greater your influence.
- For better or worse, people don't know me just because I'm a RS minister.
  - They know me, because I share my thoughts,
  - I worked with ICSL-UCSL on the integration to CSL
  - I was lead for the Focus Ministry Leadership Group and a Member of the CSL Affiliation Review committee for 5 1/2 yrs
  - Member of the CSL Affiliation Review committee,
  - I market myself with Prayer vigils for International Day of Peace, the World Healing Meditation
  - I have given free webinars on Zoom and all of my classes for a love offering.

- I chime in on the Minister's List about tech problems and solutions.

Establish yourself as an influencer or an authority. Remember this too. As you share yourself online as a teacher, and maybe have classes you don't teach, because no one signed up, most people won't know that the course never got off the ground, only that registration ended. The fact that you posted it begins to add credibility to you as an online teacher. It's a beginning! And, don't just post your course once. I start marketing my courses at least 4 weeks out and often. Images catch the eye. In marketing you'll come to find out you have a very short time to capture someone's attention. A graphic will do that much more quickly than words.

Edison created the light bulb over a thousand times before he had his real success! You can only succeed if you continue to try.