

# The POWER of Celebrity Voice





You have  
a voice

OPINION >>  
WORLD  
INFLUENCE



What do you SOUND like?

People are LISTENING  
for influence

You interpret your  
industry's news and  
information to your peers

YOU are a  
STAR!  
What are  
you  
saying?





Who are the players here?

1 – Key influencers - blogs, twitter

2 – Social influencers – FB, comments, posts, friends

3 – Known PEER influencers – people you know, those closest to the decision maker, family, circle of trust



“Known PEER  
Influencer” is  
TOP OF THE LIST  
  
...using your voice

Awareness – Consideration –  
Preference...

So how do you get it?



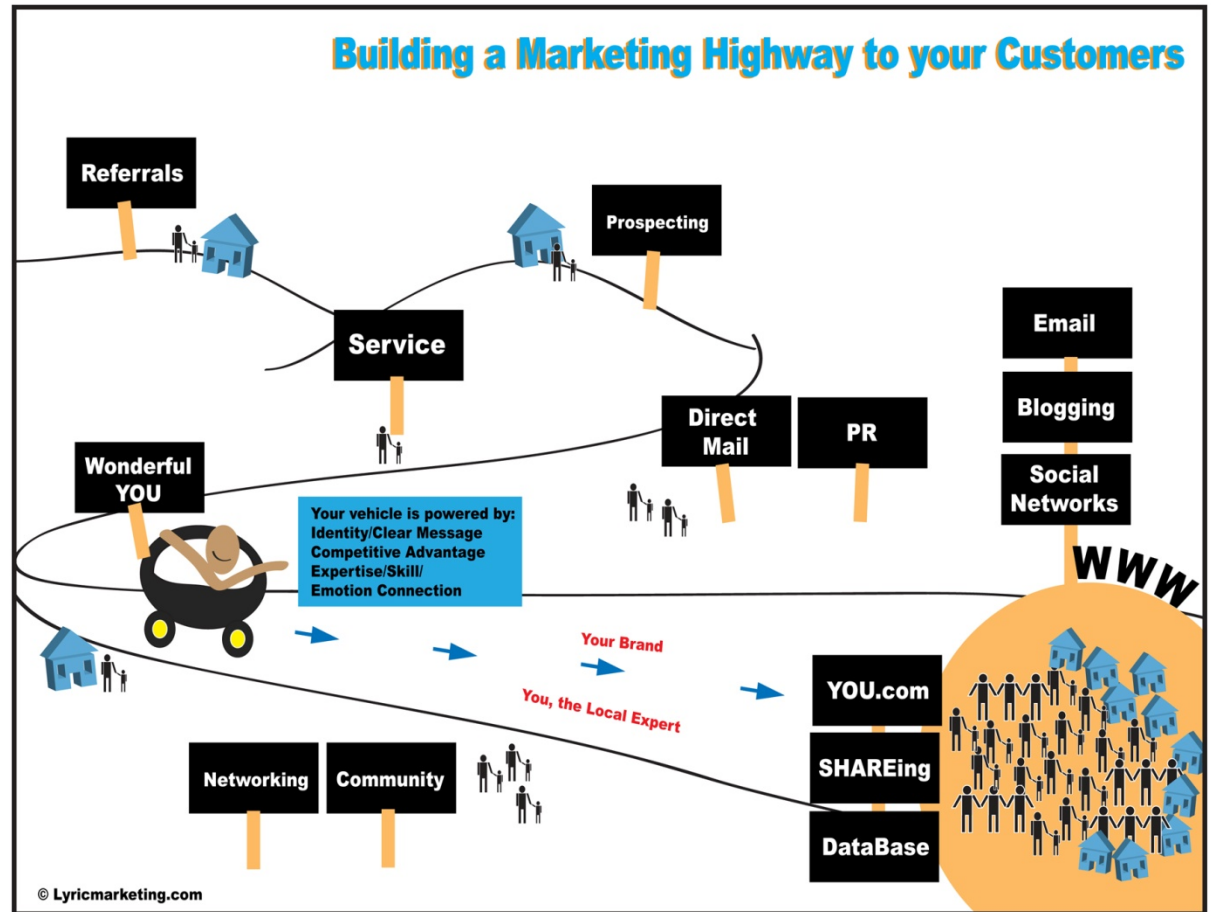
The “Known PEER  
Influencer” is a  
STAR...

it is the CELEBRITY  
BRAND

it is the VOICE of  
your marketing!



To get to  
“them”,  
You need  
a plan!



Social Media  
Traditional Media  
Web  
Video  
Content Marketing  
Blogging  
Community Activity

## Lyric Marketing & Design:

Strategic Branding

Content Marketing

Social Media Management

Blogging

Print Campaigns

Web Design and Management

Email Campaigns

Direct Mail Campaigns

PR

**Love & Peace,  
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