Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=2.93)):

Hello everyone. I am Corey Andrew Powell, and I am joined today by Mandy McEwen, founder and CEO of mad girl marketing and Luminetics, a sales training organization that helps brands elevate their online presence. Mandy has been named a top 24 B2B marketer by LinkedIn listed in search engine journal as a top 12 SEO expert and named a top 20 female marketer by G2, Mandy. Welcome to motivational Mondays.

Mandy McEwen ([00:28](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=28.05)):

Thanks so much for having me it's mod girl marketing by the way.

Corey Andrew Powell ([00:31](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=31.43)):

Uh, oh, what did I say? Mo

Mandy McEwen ([00:32](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=32.45)):

Mad, mad mod. <laugh> I think you said mad. I'm like, well, I mean, I've been called crazy before, so

Corey Andrew Powell ([00:39](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=39.01)):

It's fine.

Mandy McEwen ([00:40](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=40.4)):

Mad girl. It's all the same. I'm a happy girl, but you know,

Corey Andrew Powell ([00:43](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=43.76)):

Listen, you might wanna get that URL. I don't know. I

Mandy McEwen ([00:47](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=47.1)):

Know, right. You might, now that you say it I'm like, huh, actually.

Corey Andrew Powell ([00:50](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=50.13)):

Yeah, just in case, just in case. Um, well listen. Okay. Mod girl marketing is the actual terminology that we will be going with today before we get started. I wanna just sort like dive in really with a little bit of background on you, because I think that as we are obviously a leadership podcast in education, finding out about other people's careers and how they got there is really also a really great part of the story. So I know that you, uh, with the college, right. And graduated 2007, right? I did. And you fell in love with marketing.

Mandy McEwen ([01:20](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=80.35)):

Yeah. Not in college after college. Not in,

Corey Andrew Powell ([01:22](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=82.44)):

Not in college

Mandy McEwen ([01:22](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=82.56)):

I did not major in marketing.

Corey Andrew Powell ([01:23](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=83.94)):

Yes. Right. So that's exactly where I wanted to connect some dots online marketing specifically. Yeah. And I wanted to connect those dots because you were in college, you graduated and then you fell in love with online marketing. So what were you studying in school and what was the transition that made you fall in love with online marketing?

Mandy McEwen ([01:39](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=99.78)):

Yeah. Good question. So I've always been kind of a nerd, uh, growing up. So I was the, the athlete and the nerd, right. So I graduated high school early. I went to KU at 17, studied abroad in Spain, graduated college early at 20 with two degrees in psychology and Spanish. And I wanted to be a bilingual school psychologist. And I thought I was smart enough to take the GRE without studying because you know, school came easy for me. So it's like, oh, I've got this, you know, no, that didn't happen. <laugh> so I completely bombed the GRE, which would get me into graduate school. And my ego was too big and I was like, gotta screw that. I'm not going to school again. Then, you know, if I failed, I'm just gonna go get a job. So that I basically all of the plans to be a school bilingual school psychologist were off the door and I just went to work.

Mandy McEwen ([02:23](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=143.15)):

So I got a job in sales, home improvement, sales, Sherman Williams, selling paint, and then windows for Anderson windows really random. And, um, I've always been fascinated by computers. So I literally went to Google, like after I realized I do not like working for people. <laugh> I realized that very quickly on <laugh> worked with my grandpa growing up in home improvement and that's kind of why I fell the home improvement space. So, you know, my jobs growing up were really working with family and stuff. So I realized like, yeah, I don't, I don't like this. I don't like following orders and punching a clock every day. Nope. I wanna do my own thing. So I literally typed in Google how to make money online. Like no joke, like what everyone and their mom types in Google <laugh>. And I, I, I started, you know, studying like self-taught I bought all these courses and I fell in love with online marketing.

Mandy McEwen ([03:08](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=188.639)):

So I taught myself HTML and SEO and I started building websites. I started ranking them in Google and I started selling other people's products. So I would sell dog treats and eBooks and health products and like really random stuff. And I'd give them ranked in Google and I would make like $2, $10 commissions. And I was like, okay, I can do this, but this, I cannot quit my job. You know, making like $400 a month off of like random dog treats. Like I can't do this. You know? So that is how that's, how I started in online marketing was literally just like, I know there's gotta be a way to make money online. I'm fascinated by computers. My grandma like paid for me to go to computer camp, like back you know, when I was a kid. So like the whole world of, of the internet was fascinating to me, even as a young kid. And I was like, there's gotta be ways to make money doing this myself. And so that was 2007 and then fast forward, and here we are today, but we'll, we can get into more of that later. Yeah. But that's kind of the beginning stages.

Corey Andrew Powell ([04:04](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=244.95)):

Oh, wow. I think that's so fascinating. And I think why that resonated with me is because I fell in love with advertising and marketing, like the traditional way, the same way, you know, I just kind of fell into it as a, an as an assistant at Young and Rubicam, not realizing that that was like one of the largest ad agencies in the world. I just like, it was like a job. And they're like, and I asked a friend one day, I said, do you know, Young and Rubicam and he said, do you know God? And I thought, oh, I think I've landed at a really cool place.

Mandy McEwen ([04:30](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=270.12)):

So that's amazing. I love that.

Corey Andrew Powell ([04:31](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=271.6)):

Yeah. That's what he said to me. And I was like, wow. So next, you know, fast forward year later copywriting is what kind of stuck for me. So I became, I just felt in love with it. So that part of your story really resonated. So I had to ask you about that. So thanks for sharing that. Yes,

Mandy McEwen ([04:46](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=286.089)):

Of course.

Corey Andrew Powell ([04:46](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=286.73)):

So also when it goes to LinkedIn though, specifically, I have watched a lot of your videos in your content. And last night, especially I was watching, I was like, she's the LinkedIn whisperer. Like, that's pretty much <laugh>, that's my jam. Yeah. That's your jam? No, it really, like, I literally thought that I said, you know what? I have to ask her. And I, and my question actually, it's so funny. Cause I literally had it written is at your jam. I was wondering why was it LinkedIn specifically? And had you had success with the other platforms and then like LinkedIn was just, oh, for sure. Where it clicked and that was your jam, you know, or what was the good question? What was the experience, how you got there

Mandy McEwen ([05:22](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=322.25)):

For sure. Good question. I'm gonna back up and I'm gonna continue my story that I started, cuz I knew that I needed to wait for you to say that and it'll all make sense. Right? <laugh> so once I, I, I realized that I couldn't make a full time living, selling affiliate products. You know, I was ranking my websites. I started flipping websites. So I would, I would make WordPress websites after I discovered WordPress that you didn't need to build websites from scratch, silly me. So then I started flipping websites like house flipping, right? And so I would flip these blogs. I would get ranked in Google. I would sell 'em on flippa.com. And then these random people would pay me to do their marketing in their SEO. And so I was kind of like a pseudo freelancer and I didn't really know it at the time.

Mandy McEwen ([05:59](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=359.92)):

And I was like, huh, okay. I think I can do this. Cause I was really good at SEO, really good at making vlogs and content. Right. I was a good writer. So that's how, what dawned on me. Like I could do this for businesses like duh, like this is how I can make money. And so I started talking to business owners and my sales jobs and they were all annoyed with their crappy SEO, web designers ripping them off. And so I started talking to them and I literally just like sent out emails to random business owners in Kansas city, which is where I started my business. I'm from Kansas originally and said, Hey, I noticed your website's on page three and Google, I can get you in the top five results on page one. You don't have to pay me anything, pay me $500 when I get you in the top five results and then we'll call it good.

Mandy McEwen ([06:39](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=399.04)):

And that's how I got my first few clients is by offering free SEO SEO services. And then they were like, oh, by the way, do you wanna do my website? Sure. And then they're like, oh, by the way, my friend over here, roofer number two. Oh chiropractor number three. And so it was just like word of mouth. Kansas City's amazing, you know, tight knit community of business owners. This was back in 2010. I'd been doing this for three years, myself. And then that's how my business started. And I was like, oh, I think I have something here. And so it was in the local business community in Kansas city that I actually started my company mod girl marketing, but it was from the affiliate side before. So yeah, that's what I did originally. Right. So I did local business marketing. So to answer your question, I literally have done every type of online marketing advertising you can think of.

Mandy McEwen ([07:21](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=441.4)):

Okay. So we provided everything for clients, Google ads, Facebook, Twitter, you know, YouTube, all the things, all literally LinkedIn. Right? But then we started getting out of local businesses and started helping nationwide companies. And then I started using LinkedIn many, many years ago to grow my own business. So I built my personal brand there. And fast forward we started doing work for clients. We were still doing a lot of different things, right. So I even had my own courses. I, I wanted to help other agency owners and entrepreneurs. I'm, I'm a teacher by trade. I'm actually in Stockholm, Sweden right now in an Airbnb. Cuz I was speaking at an event last week. Wow. In Denmark was the opening, the opening keynote speaker for Denmark's first and only LinkedIn conference called the link summit. And so I'm traveling, uh, Scandinavia for the next month actually.

Mandy McEwen ([08:04](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=484.54)):

Um, so I'm here for quite a while, traveling all over, super excited about it. So yeah, love it. I love teaching and educating them. I come from a family of teachers, so I had my own courses and stuff and one of them was on LinkedIn and it helped loads of, of agencies and entrepreneurs get awesome results. I was just basically teaching them what I did on LinkedIn. And then I caught the attention of LinkedIn's own marketing team and they liked what I was doing. They liked my content. So I've been working with LinkedIn's own marketing team for the last few years. They invite me to their in person events, pre COVID and their webinars, their online events. I contribute to them. Right. And so early 20, 21, I was like, I think we have something here with this LinkedIn stuff. I, I think we should go all in on this because I noticed a massive opportunity and not enough people providing solutions for companies that want to leverage LinkedIn, you know?

Mandy McEwen ([08:51](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=531.57)):

So that's when I created my brand Luminetics and I went all in on the LinkedIn front because I saw a need for it not to mention, I already had this reputation as the LinkedIn girl. Right. Cause I've been doing all this work for LinkedIn's own marketing team. So people were like, oh yeah, it's the LinkedIn girl. And I'm like, well, if people are already calling me that, then I need to focus in on this. Right. Absolutely. So that's when I created my training, uh, agency, which is Luminetics. And that's how we started doing what we're doing now, which is essentially training sales teams on how to build their personal brands, how to stand out, how to become thought leaders in their space. And then obviously how to build real relationships on LinkedIn to increase their meetings and obviously the company's revenue. So it was really just a had done everything and we provided literally every type of service you can think of in the marketing, uh, world. And I'm very well versed in a lot of marketing things, but LinkedIn is what I love and it's my passion. And I saw the biggest need for that. And so I went all in over a year ago and I'm super happy I did.

Corey Andrew Powell ([09:47](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=587.61)):

Yeah, no it's clearly worked out. So, so I think that, what's amazing about that story too, is when it comes to leadership, there's a couple of examples that I see there happening. One is you defined a passion, a strength, right? And you, although you had some ability to do other areas where you were still good at, but it was about sort of that one spot where, you know, okay, no, I really rock in this spot. So let me put my attention towards this area. I think very often we were learning now that people are kind of spending too much time trying to get better at the things that they're not inclined to already be good at as opposed to putting more time into getting more excellent at what they are already amazing at. Right. So it's an interesting story there. It's what you did with your LinkedIn journey. But then also the other thing is you found your passion, right? You decided that was going to be the career. And uh, yeah. And that's so much to be said about that because so many kids end up going to school for careers that they don't love and it gets stuck there.

Mandy McEwen ([10:45](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=645.07)):

Yep. Yeah. And I went to school for something that I, I'm not doing anything when I went, I don't regret. I'm glad I went, I've learned a ton. Right. And psychology can be used for anything, especially marketing, you know? So I mean, I didn't technically go to school to be a marketer, but everything I learned in college helped me to be a marketer. Right. So it just kind of fell into it.

Corey Andrew Powell ([11:02](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=662.84)):

No, absolutely. And I was gonna say, I think, you know, when we connect dots of our lives, maybe even the time working with grandpa and the home improvement stuff, like there are probably nuggets you brought forward right. Into your current career. I mean, do you have any dots? You can connect there as well.

Mandy McEwen ([11:17](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=677.91)):

Oh yeah. Really? Just the hustle. Right. And the hard work. And like I come from a family of entrepreneurs, like both sides. Right. Both of my grandpas were grandpa was a teacher, but then he was an entrepreneur on the side and he had rental homes, you know? And so it was just basically like you work hard, you are innovative and you're creative. Like he was always finding ways to fix things. Right. So it's like the innovation and creativity too. I think I learned a lot from him. It's like, Hey, there's always ways there's always better ways to do things or you can be resourceful. Right. And I am, I'm very resourceful. And I, and I do come up with innovative ways to get stuff done, uh, that most people aren't doing, you know? And so there's a ton that I've learned along the way for sure.

Corey Andrew Powell ([11:55](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=715.309)):

Yeah. And definitely, and that helps you differentiate yourself from the pack if you will. So when it comes to LinkedIn specifically, one thing I noticed, and this is my own observation about me and how I got, I was late to the party for LinkedIn as a professional. And um, it seemed like, you know, we all knew Facebook and Instagram and you know, we all were having fun on social media, but I think, and I I'd love to get your response to this or what you think about this. My assessment, I think LinkedIn is intimidating to certain generations and, and even younger ones who were used to like kind of like the free spirited, taking a picture of my cat or me and a bikini on the beach picture. And it's a little bit loose. Right? You don't have to think about being responsible really. You can barely actually go the other way and be, make some really bad choices on those other platforms. <laugh> I think LinkedIn forces you to be yeah. I'm just saying, um, LinkedIn's you though, to be you <laugh> exactly. But I think it forces you to be more responsible and thoughtful. And I think that is where people maybe are a little afraid of it because there's a lot of room for maybe, uh, ruining yourself professionally. So what do you think is the, the fear and intimidation with LinkedIn that people have?

Mandy McEwen ([13:06](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=786.84)):

Yeah. That's a really good question. They, they really are confused and they, it it's like a mystery to a lot of people. Like how do I use LinkedIn? And what's interesting is it's becoming more like the cool social media networks, right? So it's not a place. I mean, I've seen plenty of bikini picks on LinkedIn. Don't get me wrong, but I don't condone that I don't recommend that, but it is becoming more personal, you know? So it's not this like stuffy, like back in the day, LinkedIn was boring as all get out, you know, like it was lame, you know? So it's becoming more of like a cool, cool. I say that in quote

Corey Andrew Powell ([13:41](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=821.3)):

<laugh> yeah, yeah.

Mandy McEwen ([13:42](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=822)):

Social media network. And it's just a matter of like, how can you blend your personal life with your professional life and show people you as a human being and your passions and your strengths and your goals in life and showcase that in a way that resonates with people. So you don't have to, you know, people overthink it just like what you said, you know, they're, they overthink and you, you don't have to overthink. It just don't go as extreme as what you would post on, you know, your TikTok videos, for example. Right. Right. But even then, even then I see people that are killing it on TikTok that literally they're professional TikTok though. Right. So they like have business tips. They're not just like random and they're taking it are TikTok videos and they're posting them on LinkedIn and they're doing really well. So there's all sorts of ways that you can literally like, look at what you're doing on your other social media channels.

Mandy McEwen ([14:27](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=867.33)):

That's appropriate and take that and post it on LinkedIn. You know, it's not a huge difference as long as it's obviously appropriate. And then the difference is you're there to build your career and network with the right people. And so you need to sprinkle in your expertise or what you're wanting to do with your life. Like if we're talking about, you know, young people here that don't have a 15 year plus career, like I do then start talking about your passions and your skills and connect with people. Like it's really about connecting with the right people. I mean, it's all who, you know, right. Like you, you've all heard this a million times and that is actually the truth. And so LinkedIn is the very best place in the world to connect with people that are gonna take you to that next level. You have no idea, the power of the connections you can build on this network that can get you your dream job that can get you a mentor that's that you would never thought would even talk to you. So it's a very welcoming and warm community, especially when it comes to the connecting part of it. And I think that's what people, um, need to know that, you know, it shouldn't be scary. Like it is a very welcoming, friendly community of people that are just there to help each other.

Corey Andrew Powell ([15:38](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=938.06)):

Yeah. I think that nails it too, because it also is tied into something that I saw in one of your videos where you talked about posting personal things, whereas it might have been seemingly taboo before, but it's also tied to people want to see who they're working with. And I love when you mentioned that as well in one of your videos, because that then also sort of like makes you it, I think it, you, it humanizes you as well. So they're not for sure uncertain of what you're about who you are. Right.

Mandy McEwen ([16:07](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=967.12)):

Definitely. Yeah. I mean, people do business with people, right? And we are, we are craving human connection and authenticity more than ever. I think COVID kind of pushed us to that edge where we want authentic connections with people. We wanna know the people behind the screen that we're dealing with. We wanna know about them and we wanna feel like we connect with them and resonate with them. And so the more you can let people in on you as a human being, the more you're going to resonate with people. I just, my keynote speech last week was how to dominate LinkedIn by building a team of industry thought leaders like I'm training companies on this, like, look, your company page isn't enough anymore. Like you have to get your people involved. You have to build up your, your customer facing team members, personal brands and leverage their personal profiles.

Mandy McEwen ([16:48](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1008.55)):

If you wanna dominate LinkedIn and really your entire industry. So we are, you know, craving that more than ever that trust, that authenticity, that human human connection. And so anytime that you can do that, you need to, you know, and so when you do that, you're gonna stand out too, because I'm preaching this right. I preach this all the time, but just because I'm up here saying this and other people are saying this, it doesn't mean that it's happening, you know? Yeah. Like there's actually a small percentage of people and companies doing this right. On a consistent basis. So when you do this and you come at it from this point of view, you engage with people, you build relationships, you humanize yourself as a professional. You're gonna stand out, period.

Corey Andrew Powell ([17:24](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1044.619)):

Yeah. Yeah. Now would you say that's actually the same thing as if you were to discuss the topic of personal branding? I mean, is that, I mean, they seem hand in hand, but personal branding as a category or topic discussion seems like it requires more of a discussion on what does that mean exactly. Right. What does your personal branding mean? As opposed to your representation as a corporate employee, how to build that, how to go about doing

Mandy McEwen ([17:53](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1073.52)):

That? Correct. And really it's, you know, we can, you can keep it really simple too. Like the most people that have a LinkedIn profile that don't have a website, right? Like your per, that is the home of your personal brand, your LinkedIn profile period. So you need to have that, that sweet spot, that intersection between you as an individual, like, let's say you work for a company, right? So the sweet spot is you as an individual, your expertise, your skills, what makes you different and then your company. So what exactly does your company do? Right. And that intersection, there is the corporate personal brand. Right. But you don't, you know, let's say you're in between jobs. Well, you've been building up your personal brand the whole time. Anyway. Even when you work for these organizations, that it doesn't matter because people know that the, this is your specialty, this is your area of expertise.

Mandy McEwen ([18:37](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1117.1)):

This is your passion. So it doesn't really matter what job you work for, because it's always like an iterative process. Right. So you're working for this job. Okay. Well then you weave in some products and services and the values of that company, but you never change your personal brand over here. That always stays the same. Do you know what I'm saying? And your jobs are gonna be similar, right. You're not gonna go from like, you know, something completely random to doing something completely different. Like most people don't do that. So it's going to be, it's gonna fit in line with what you've been doing this whole time and building your personal brand. Regardless if you hop from company to company, you just weave in that company story as you work for those companies. If that makes sense.

Corey Andrew Powell ([19:15](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1155.03)):

Yeah. No, it actually does because I wa I was faced with that recently because I do a lot of interviews, but I'm on different platforms and I love doing this leadership podcast, but then I have one that I do co-hosting on Fridays with like this really famous, like, uh, pop culture, celebrity, Hollywood gossip, columnist. And so we have a whole other sort of great thing that we go, you know, it's, it's Kardashian central where, you know, it's like not the same

Mandy McEwen ([19:36](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1176.91)):

Business. Yes.

Corey Andrew Powell ([19:37](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1177.71)):

Um, and then I have another one, like an LGBTQ one, that's like kind of very specific to that particular community. Right. Uh, but there are three different areas of me. Okay.

Mandy McEwen ([19:48](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1188.29)):

Yeah. Yeah. But it's all you doing what you love and what you're good at, you know what I mean? Mm-hmm <affirmative>, so it still all falls under that same bucket of you doing what we're doing right now and hosting and talking and being a personality and getting conversations started and, and talking about important things or, you know, whatever you wanna, whatever you wanna name, the Kardashians, important

Corey Andrew Powell ([20:09](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1209.21)):

Things,

Mandy McEwen ([20:09](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1209.44)):

Entertainment things. Right. Still important,

Corey Andrew Powell ([20:12](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1212.09)):

Still important to something, you know? Yeah. I mean, with those many followers, millions and millions of people, things. So that's

Mandy McEwen ([20:17](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1217.359)):

What I'm saying. It's very important to a lot of people. So it still falls under that same bucket, regardless of like the different niches that you're doing. Like you're still building up your personal brand as this individual who is doing what you love, you know, mm-hmm <affirmative>

Corey Andrew Powell ([20:30](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1230.35)):

Yeah. Oh, that's so important. And I love that. And I mean, literally I was watching your videos and you changed my mind about LinkedIn because even right now I'm very cautious, um, on it. Yeah. And I was like, first I learned now that I'm not putting enough of my actual personality into my own page and I didn't have that revelation at all until I watched your content about it because you're very forthcoming with love it. You know, you get some good free stuff. I'm just saying I do.

Mandy McEwen ([20:55](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1255.119)):

I give a lot of free stuff.

Corey Andrew Powell ([20:56](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1256.44)):

Yes you do. And like, one thing I was really amazed at too was, and this is something that I was always wondering maybe why a post didn't perform on LinkedIn. That was, I thought it should. And something as like technical, as uploading the native video of content versus the URL link that blew my mind yesterday. I don't know why, but it blew my mind. Like, but, but that's like a whole algorithm thing, right?

Mandy McEwen ([21:20](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1280.32)):

It is. Yeah. So it just like Facebook, they don't like when you take them off their platform. Right. So if you're sending people to an external link, YouTube, for example, they're going to ding you with your views. So the algorithm likes when you keep people on their platform, this is for really any social media network. So LinkedIn is no different. So upload native videos when you're posting videos and you're going to see your views skyrocket. And then if you want, you can still send people a YouTube link, but put it in the comments, you know, if you want, or you could go back, see there's lots of tips and tricks. We could talk for hours about the algorithm.

Corey Andrew Powell ([21:54](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1314.04)):

Yeah. I know. I know

Mandy McEwen ([21:55](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1315.6)):

You could go back four hours later for example, and put the link in the actual content, or you could not worry about it and just put the link in the content too, right? Yeah. But if you want post a native video, say, you know, follow me on YouTube for more put the link to your YouTube channel, but always, always, always embed the actual video.

Corey Andrew Powell ([22:10](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1330.54)):

Yeah. Yeah, no, we're definitely gonna make sure people have a link to all these wonderful tips and advice you give. Because like I said, my mind was blown. I was like, what? Okay, let me go back and try this again. Cause I really have not been using LinkedIn, uh, to the full of fullest of my capacity. Although there's a rating system. When you make an account a profile, you know, like it tells you like what level of, um, proficiency or pages all star

Mandy McEwen ([22:33](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1353.619)):

Like

Corey Andrew Powell ([22:34](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1354.04)):

All star. Yeah. So mine's at Allstar. So I'm like, okay, well, well I'm badass. I'm doing it. And then I watched it and I'm like, no though. <laugh> but I was like, you're

Mandy McEwen ([22:42](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1362.85)):

On your way.

Corey Andrew Powell ([22:43](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1363.19)):

You're on your way. It could be a little more, I wanna ask one more thing. Yes. So you have this one thing that I thought was interesting. And so first let me just preface it by saying I'm a big Oprah fan. So she's like my, you know, my goddess, I should build like a shrine to her for, you know, TV host, something you have on your site actually made me think of one of her most famous quotes about the ego and on your site I saw or might have been illuminated site, which is still you, your brand part of the brand. Yeah. Mm-hmm <affirmative> it said, we believe in a world where every business leader and brand is driven by meaningful growth and innovation, not by satisfying the ego. And there's something so rich in that statement, but I would love for you to share what do you mean in that context of not by satisfying the ego?

Mandy McEwen ([23:30](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1410.35)):

For sure. So a lot of people think that thought leadership is very ego driven. So me, me, me look at me, I'm trying to build up myself and my ego. Right? And that's not what it's about it. You know, it's about giving without the expectation of receiving anything return, it's about community. It's about innovation and impacting your, your industry and your purpose in life. Right? And so that's what we are here to do is lift people up, but not in a way that boosts your ego in a way that helps people. And so when you do that, you're going to stand out. You know, this isn't an ego game. Yes. You need to let people know how amazing you are, but it is for the greater good it's to help further your cause and your purpose in life. And to help people. I mean, that's what we're all here to do is help people, you know?

Mandy McEwen ([24:18](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1458.49)):

And so we wanna work with companies and individuals that think like that. We don't wanna work with people that are just ego driven and want a big LinkedIn pre presence and wanna be influencers because they wanna boost their ego. Like that's not what we're in business for, you know? And that's why your profile needs to be more about, you know, we don't have time. Like I, I have a profile checklist I'll share with you. You can, uh, give the audience here, but your profile should be more about your end user and who you're trying to attract. Then it is about you. So yes, it should talk about you and how great you are, but it should do it in a way. That's like, Hey, I help people just like you. These are the skill sets I have. And here's how I can help people like you. So they need to land on your profile and they can see, I know exactly what this person does and I know the value that they can bring to me. And that's what you need to portray.

Corey Andrew Powell ([25:01](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1501.79)):

Wow. Awesome. Final words of wisdom from Mandy McEwen, founder of mod girl marketing, not mad girl.

Mandy McEwen ([25:09](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1509.869)):

That's right. Mod is short for modern, by the way.

Corey Andrew Powell ([25:13](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1513.27)):

Yes. Mod yes. Mod girl, mod short for modern and Mandy, this really, I, I mean it, when I say that this is some great information that really young people, but I think anyone who just is looking to build their professional profile, there's so much rich content you offer. So we're gonna make sure that people can get in touch with you and find out more about your companies. And thank you for joining me today on motivational Mondays.

Mandy McEwen ([25:34](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1534.56)):

Of course, thanks much for having me.

Corey Andrew Powell ([25:36](https://www.temi.com/editor/t/elea9IG3idd-SqSSYZ833TOzWESuQPnvaht1Ne8L1nn-nBen_tSq1wfDbA6e6ApWKdmqezVVmYTw54g0iL99L7VMoAA?loadFrom=DocumentDeeplink&ts=1536.88)):

Thank you for listening to motivational Mondays presented by the national society of leadership and success and available wherever you listen to your favorite podcast. I'm Corey Andrew Powell, and I'll see you again here next week.