

SPEAKER PACKET

Over a decade of real-world personal branding experience brought to you through dynamic and captivating sessions. Angela leaves audience members transformed while turning personal brands into sales-converting machines.

Dr. Angela Mulrooney



UNLEASHING
INFLUENCE



Let Dr. Angela Mulrooney's love of dentistry, business and life inspire you to bring your best game to your career and client care.

Dr. Angela Mulrooney

angela@unleashinginfluence.com

888-975-3267 · www.AngelaMulrooney.com

Presentations Available

WHAT IF... IT BURNED TO THE GROUND?

How to Fearlessly Niche Your Brand

Why are we afraid to niche into our greatness? Staying in the comfort zone of what you do that is good is the easiest path to mediocrity, yet it is the path most brands choose. It's more comfortable than throwing a match over your shoulder, burning down what is mediocre so the only choice is to pave a better path forward. Would you approach your brand differently if you could approach your brand through the eyes of the entrepreneurial phoenix - burning down what you do that is good so you can build what you do that is great?

UNLEASH SALES THROUGH YOUR PERSONAL BRAND

Why Your Personal Brand is Your #1 Sales Driver

Clients buy what they understand. Clients buy what they respect. What if potential clients didn't need convincing and were just ready to sign instead? For most professionals, this is not their experience because their personal brands are too generic, too perfect, and too technical. It's time to remove the professional barrier and fearlessly stand behind what makes you you so you can open the floodgates to gain clients you are passionate about serving while realizing the success and sales you deserve.

CONTENT CREATION FOR COWARDS

Tricks for Creating Stand-out Content

Social media is full of boring, generic content! Why? Because it's scary to stand out... especially on a platform full of smarty pants like LinkedIn. Today, your content has to be smart, entertaining, and engaging to get attention in the noisy online world. But, you don't have to be over the top to stand out - from camera tricks, to physicality, to vocal variation, learn to take your content from boring to remarkable.

BIOGRAPHY:

Dr. Angela Mulrooney is a global speaker, serial entrepreneur, and personal branding expert. She works with entrepreneurs and corporations internationally to help them build clear personal brands that turn into sales-generating machines by teaching them media mastery – online, on podcasts, and on the stage.

What If... It Burned to the Ground?

Fearlessly Niche Your Brand

Why are we afraid to niche into our greatness? Staying in the comfort zone of what you do that is good is the easiest path to mediocrity, yet it is the path most brands choose. It's more comfortable than throwing a match over your shoulder, burning down what is mediocre so the only choice is to pave a better path forward. Would you approach your brand differently if you could approach your brand through the eyes of the entrepreneurial phoenix - burning down what you do that is good so you can build what you do that is great?

Angela's career as a dentist burned to the ground after she sustained a career-ending injury. Her rise to reinvention found her building an empire of brands, leveraging her unique skills. When the pandemic hit, she realized by paving so many paths, she was playing it safe fueled by her fear to niche into her greatest skill. In doing so, her brands could only ever be good – she wanted to be great.

She took the career-altering gamble to burn down the empire - selling off all but one of her brands – so she could niche into what she uniquely did best: teaching media mastery through personal branding.

Angela's grave mistake of being afraid to niche into what she did best is not unique: it is what keeps brands caged by mediocrity. You don't build a brand to be mediocre, you build a brand to change the world. How differently would your brand look if you took the phoenix's mindset and burned down everything not serving your path to niching into your greatness? How differently would you build your brand if you were forced to start again? What obstacles would everything burning to the ground remove to fuel you to niche your brand into what you do great?

Dr. Angela Mulrooney

angela@unleashinginfluence.com

888-975-3267 • www.AngelaMulrooney.com



This program will arm professionals and entrepreneurs with the tools to:

- Seeking to level up their social media presence.
- Scared to put themselves out there authentically.
- Wanting Remove the distractions of what you do well, so that you can niche into what you do best
- Dig into what their niched brand represents in the world and become a master of conveying it
- Become industry leaders with the wisdom gained from paving a niched path

Best Audiences:

- Entrepreneurs
- Professionals
- Corporations

Formats:

- Keynote 30-90 minutes

Sample version: <https://youtu.be/igld335QXjY>



Unleash Sales Through Your Personal Brand

Why Your Personal Brand Is Your #1 Sales Driver

Clients buy what they understand. Clients buy what they respect. What if potential clients didn't need convincing? Instead... they just wanted to know where to sign on the dotted line? That's the power of creating a clear personal brand and it's essential for keeping your sales pipeline full!

However, most professional's personal brands aren't turning into sales. Why? Most personal brands on LinkedIn are unclear due to being:

1. Too generic
2. Too perfect
3. Too technical

It's time to fearlessly stand behind what clearly makes you YOU with your personal brand and open the floodgates to gain clients you are passionate about serving while realizing the success and sales you deserve.

This program will arm professionals and entrepreneurs with the tools to:

- Drive sales through their personal brand on LinkedIn
- Niche down to what they uniquely do best
- Leverage their personal brand to create clarity and congruency in their offering

Best Audiences:

- Entrepreneurs
- Professionals
- Corporations

Formats available:

- Keynote
- Partial day workshop
- Full day workshop

Sample version: <https://youtu.be/o5BsBc-99XY>

Content Creation For Cowards

Tricks For Creating Stand-out Content

Social media is full of boring, generic content! Why? Because it's scary to stand out... especially on a platform that is full of smarty pants like LinkedIn. No one wants to be unprofessional or damage their reputation, so professionals either don't even try to create content or they create content that is as stimulating as watching paint dry.

For your personal brand to gain traction in the noisy online world, your content must be smart, entertaining, and engaging. Only then do you have a hope of transforming your content-building efforts into sales - which is the whole point!



This program will arm professionals and entrepreneurs with the tools to:

- Confidently represent their brand through their content
- Use camera tricks, physicality, and vocal variation to create stand-out thought leadership content that sticks
- Craft a playbook for turning content into sales

Best Audiences:

- Entrepreneurs
- Professionals
- Corporations

Formats available:

- Keynote
- Partial day workshop
- Full day workshop

Dr. Angela Mulrooney

Angela is a retired dentist turned personal branding expert. How did that happen?

She had built a referral-based, niched dental practice that allowed her to do the dentistry she loved, on clients she loved, while earning more and working less.

She had it all... until she didn't.

Overnight, she lost everything after sustaining a career-ending injury which killed her ability to drill.

She was sent spiraling, unsure of what the future held.

She had two options:

1. She could keep her practice, even though she would never drill again
2. She could sell her practice and reinvent herself as a professional

She chose reinvention.

Angela took to LinkedIn and started speaking about niching and branding in practice.

In a year, she went from two hundred to twelve thousand industry followers.

Her rise on LinkedIn drew attention from other entrepreneurs and Angela started being asked to coach disparate industries on creating personal brands on LinkedIn.

She was hired to speak at conferences globally, be a guest on podcasts and share her knowledge with the world.

Since losing her dental career, she has helped thousands leverage the power of personal branding so they can:

- Transform their credibility
- Craft their limelight
- Attract their ideal clients

Angela now speaks and coaches full-time on media mastery through personal branding so professionals can change the world with what they know.

Dr. Angela Mulrooney

angela@unleashinginfluence.com
888-975-3267 • www.AngelaMulrooney.com





Testimonials

"Dr. Angela Mulrooney provided one of the most outstanding programs I have experienced in many years. She was poised, polished and passionate. From the moment she began speaking, she captivated the audience. Her story is unique; her information is relevant. She is engaged and engaging. Dr. Mulrooney's topic is suitable for dentists and team members, as well as consultants and dental educators. She will make her mark in the dental consulting/speaking world at lightspeed. I highly recommend reviewing Dr. Mulrooney and scheduling her on your program soon." **Debra Engelhardt-Nash**

"In nearly 40 years as a professional speaker, I've heard many speakers who have educated, entertained and brought me to tears with their personal stories. Never have I been as moved personally and professionally as I was recently when I heard Dr. Angela Mulrooney for the very first time. She will change your focus on setbacks, inspire you to appreciate change, and leave you with an understanding that 'the challenges before you are never greater than the power behind you.'" **Linda Miles, CSP**

"Dr. Angela Mulrooney not only shares a powerful message from the stage, she lives it. If you are looking for an authentic presenter to inspire your attendees and provide strategies to grow their practice – look no further. Dr. Mulrooney will bring the crowd to their feet in today's meeting and into action on Monday morning." **Penny Reed**

"With over 20 years in dentistry, I have selectively added my signature to recommendation letters for some amazing people. I am proud, honoured, and humbled to add Dr. Angela Mulrooney's name to that list. She inspires attendees to greater things, makes you believe in your dreams, and gives you the courage to be you." **Eileen Peers, Ottawa Women's Dental Society**

"Angela's presentations are incredibly engaging. She's very humble, fun to listen to, and her knowledge is impeccable. Angela is absolute class, grace and dignity under extreme pressure. You will be moved as I was and as everyone in the audience was with me that day. Thank you." **Shawn Peers, Peers Buying Group**

Dr. Angela Mulrooney

angela@unleashinginfluence.com
888-975-3267 • www.AngelaMulrooney.com

Testimonials (continued)

"I attended Angela's Put your Marketing on Steroids seminar. The time flew and I was feverishly taking notes on my laptop the whole time. She's an incredible speaker, a very good storyteller and the value that she has in her message is second to none. I would recommend, if you get an opportunity, to go see her speak." **Blaine Sato, Reppy**

"I attended Dr. Angela Mulrooney's amazing presentation on how to transform your practice and transform your life. Angela is very engaging. Attend, listen to her, and take advantage of what she has to offer." **Dr. Chris Blair, Palermo Village Dental**

"I attended Angela's course, Put Your Marketing on Steroids, and it's always so good to listen to her. She is knowledgeable and relatable." **Dr. Preet Sandhu, Gaetz Dental**

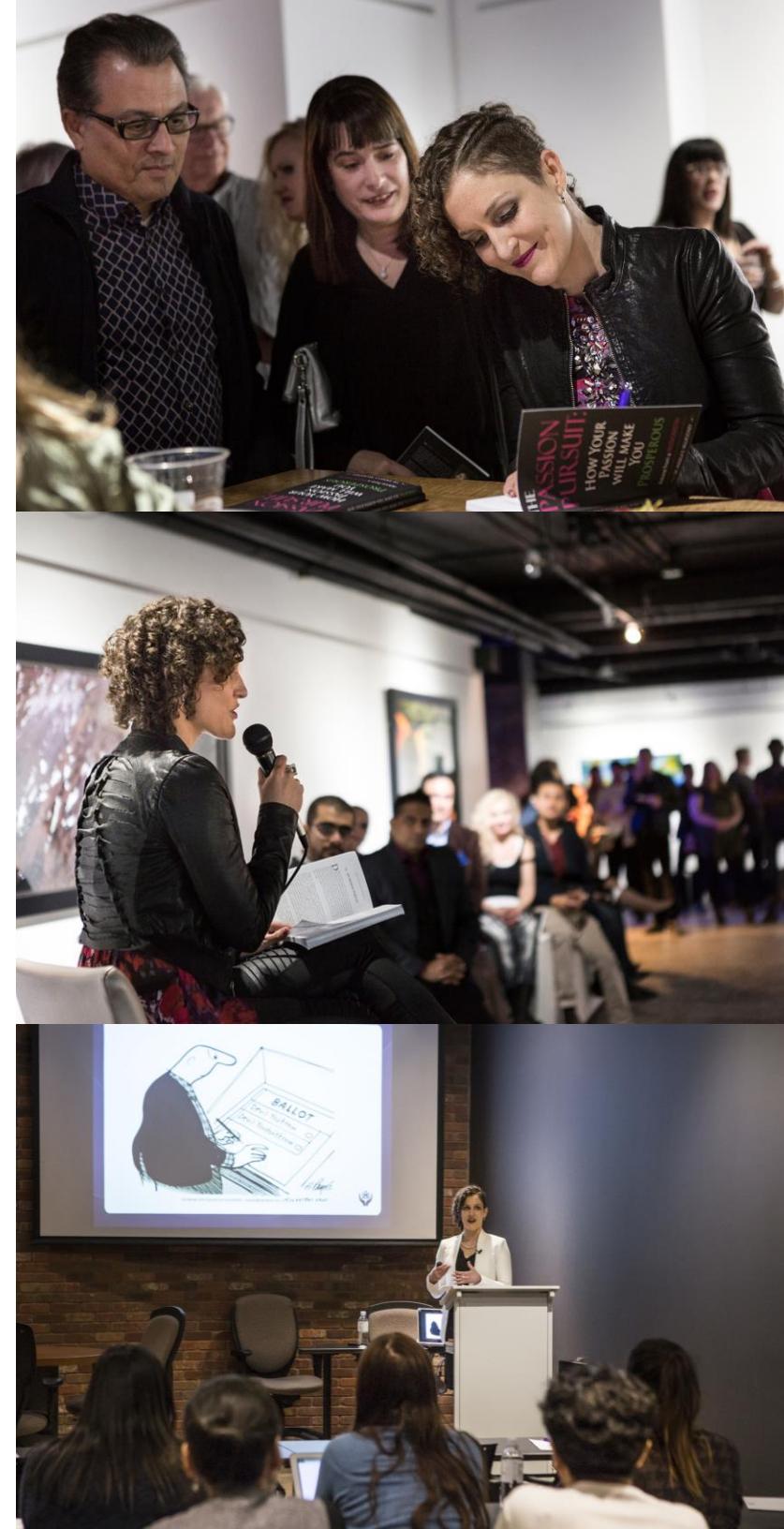
"I attended Dr. Angela Mulrooney's Put Your Marketing On Steroids course. I really enjoyed this course because it didn't leave you hanging at the end wanting more and having to invest more. You actually got the answers you needed. Her story is real. We saw the real Angela, and we connected, and it was awesome." **Amanda Nower, Patterson Dental**

"I attended Put Your Marketing on Steroids with Dr. Angela Mulrooney who is focused on helping dentists in our community and across the globe achieve better success. This course was fantastic. A lot of what I learned today was transferable to our practice. If you're thinking of attending any of her presentations, thumbs up. Attend it right away." **Seemab Aamir, RBC**

"I attended Dr. Angela Mulrooney's Put Your Marketing on Steroids lecture. It's practical, honest, real-world advice. Whether you're a large practice, small practice or anything in between, you will find something to take away from this and apply tomorrow. We enjoyed it and you will, too." **Jason Wellman, Smile Shop Marketing**

Dr. Angela Mulrooney

angela@unleashinginfluence.com
888-975-3267 • www.AngelaMulrooney.com



Testimonials (continued)

"Presentations are made when there's a story behind it and has the truth. This tells the audience that the emotions that they go through are the most rewarding. The information Dr. Angela Mulrooney gave was very valuable." **Dr. Len Schwartz**

"My heart is still full of witnessing your Warrior Up! keynote! I've never been so moved as I was when listening to your story and seeing the way your physicality matched your words throughout the presentation and then watching you dance with such heart and beauty. Stunning!! Thank you for all the passion, energy, and time you put into creating that performance. You are a light worker and are changing lives, including mine! I love that you've combined dance with your speaking. Brilliant! We definitely have a few things in common; leaving clinical dentistry and now pursuing the passion of helping other dentists create and live their best lives and having a unique way of sharing that with the world. I do this by partnering with horses to help dentists and their teams get to the root of their challenges and catalyze lasting change from the inside-out." **Bethany Piziks**

"I was completely captivated and speechless during the entire presentation of Warrior Up! not to mention the copious tears that were flowing. Such a beautiful soul and such an important message. We've all had dark places from time to time. Her inspiration is beyond words. I just want to see her rise and rise and spread this valuable message to everyone she comes across." **Theresa Parker-Sheppar**

Dr. Angela Mulrooney

angela@unleashinginfluence.com
888-975-3267 • www.AngelaMulrooney.com



Past Presentations (Partial List)

Royal Bank of Canada
Bank of Montreal
ATB Financial
Speaker Consulting Network
Dental Speakers Institute
Podmatch.com
Living Healthy List
University of Toronto Engineering Department
University of Alberta College of Dentistry
Royal Bank of Canada
Sorrell Financial
ClearDent
Canadian Dental Association
Pacifica Dental Conference
California Dental Society
American Academy of Implant Dentistry
dentalcorp Canada
Henry Schein
Patterson Dental