

# HOW TO BECOME AN INFLUENCER



## CHECKLIST

# Your Brand

## **Create a Personal Brand**

- This is a brand that uses your name and likeness
  - This creates more of a sense of familiarity
  - It lets people feel that they know you
  - It makes you seem more accessible
- If you don't want a personal brand you can:
  - Use a pseudonym
  - Use a screen name
  - Make your name secondary to the main brand

## **Choose your mission statement**

- This is a simple statement of intent – it is your brand “message.”
- What do you want to provide people with?
- What is your ethos?
- How are you different from others?
  - Choosing this will help you to stand out and will let people get behind you
  - Create a “movement” not a company

## **Choose your niche**

- A niche should be something with broad appeal
- But also not saturated – the solution is to pick a big niche then hone in on one aspect
- Or to combine two niches together to create a new one (Nerd Fitness)

## **Know your buyer persona**

- Learn about the kind of person that likes this content and your message

- Learn where to market to them, but also what they will respond to
  
- Learn your “value proposition”**
  - People will follow you for information and motivation
    - What are they hoping to achieve? What emotion drives them to keep coming back?
    - How can you leverage this through images, text, and video?
  
- Make all posts and branding on-brand**

## Platforms

- The best platforms for influencers are:**
  - YouTube
  - Instagram
  - Blogs
    - Choose one of these as your “primary” platform.
  
- Make sure you are on all three**, as well as others such as Twitter and Snapchat where you can let them get to know you
  
- Decide on the type of content** you are most comfortable producing
  - Think about the target audience and the main demographic of the platform

## Content

- Post regularly and keep all posts on-brand**
  - You can recycle content and certainly re-share it to your social media

- Make batches of content and then queue them to post automatically
  
- Always provide value.** This might be in the form of entertainment, information, or inspiration
  
- “Narrative is SEO for the human brain”** – use stories to engage readers
  
- Write content that has something new to say
  
- Don't try to appeal to everyone, be controversial
  
- Take great photos**
  - Think about lighting
  - Know how to compose a shot
  - Include fore, middle, and background
  
- Think about the way you edit videos and whether this will appeal to your audience**
  - Consider your own presentation and look
    - You will improve with time and practice
  - Think about the backdrop and equipment
  
- Be the role model, but don't be afraid to show some humanity
  
- Make sure you know the subject matter inside out

## Community

- Answer comments, respond to DMs, and read emails
  
- Invite your followers to message you with questions**
  - Better yet, ask them for help or opinions – people love to do this and it makes them more invested with your brand.
  
- Use Stories and live video.** These help your audience feel even closer to you and let you show more of your personality. You can respond to comments directly.
  
- Speak in outside communities.** Spend time making “friends” in forums and Reddits. This will help you become better known.
  
- Reach out to big influencers for shout-outs.**
  - Start with smaller ones that have similar subscriber counts to you. Work your way up.
  - Message again if they don't answer, but don't pester.
  - Be on their radar by commenting on posts, etc.
  - If all else fails, hire their services so that they have to interact with you!
  - Network in person where possible, it makes you far more memorable
  - Consider mentioning other creators in your posts, it will get their attention.