

A hand holding a smartphone displaying an Instagram post from 'healthy_karma'. The post shows a collage of images including a person in a field, a person in a kitchen, and a person's face. The text '20 Ways to Build Your Audience and Increase Your Influence' is overlaid on the image in white text on black rectangular backgrounds.

20 Ways to
Build Your Audience and
Increase Your Influence

Tip #1

Have a Clear Message

An influencer is someone that has actual fans – not just followers. To be a thought leader, you need to lead – and that means having something to say and being consistent with your messaging.

Tip #2

Post Regularly

No matter which platform or what niche, posting regularly is absolutely fundamental to your success.

Tip #3

Re-Use Old Content

Struggling to stay engaged with your audience? Why not re-post old content to your Facebook page rather than wait for something new?

Tip #4

Engage in the Wider Community

There are already communities out there – forums and SubReddits – where people are regularly discussing your topic. If you can become well-known there first, you'll find it does wonders for your growth.

Tip #5

Network With Similarly Sized Influencers

Networking is the ideal growth hack. Start with smaller fry though!

Tip #6

Think Hard About Sponsors

When choosing whether or not to work with a sponsor, make sure that they are “on message.”

Tip #7

Be a Role Model

Your aim is to make people want to be like you. Thus you must present a crafted image. Though don't be afraid to show your human side once in a while.

Tip #8

Understand the Value Proposition

The value proposition is the emotional hook. The thing that people want to gain from your content. Understand this and learn to communicate it visually.

Tip #9

Hone in on Your Niche

Aim for a big and popular niche yes, but also make sure to find your own corner within it – so that you are targeting specific people and avoiding major competition.

Tip #10

Avoid Serious Controversy

Avoid saying anything that will upset potential sponsors.

Tip #11

Don't Try to Appeal to Everyone

That said, being a little challenging and opinionated is good for building truly engaged fans.

Tip #12

Hire the Services of Big Influencers

Want to get a big influencer to answer your emails? Hire their consultation service!

Tip #13

Name Drop Big Influencers

Can't get the big influencers to respond to you?
Make a post about them. Be careful with this
one though.

Tip #14

Network IN PERSON

By far the best way to make a big lasting impression is to speak in person. Do this by attending conferences, and by arranging meetups.

Tip #15

Respond to Comments

This not only builds better relationships but allows you to open up lines of communication for future sales.

Tip #16

Have a Professional Website

Your site needs to be able to compete with the top creators in your niche.

Tip #17

Use Live and Stories

Live video and social stories are fantastic for giving your followers a “peek behind the curtain.”

Tip #18

Pick One Social Account to Focus On

Choose a major platform to focus your efforts on, be that Instagram, a blog, or YouTube.

Tip #19

But Be Everywhere

At the same time though, post content to all the platforms as this way, you'll be able to stay in your followers' feeds as much as possible.

Tip #20

Have Something Unique to Say

Know your subject inside out so that you can contribute genuinely new and interesting thoughts.