

HOW TO BECOME AN INFLUENCER



RESOURCE CHEAT SHEET

If you are looking to become an influencer, there are a number of different tools that can prove extremely useful to set you on your way. Here are some tools, books, websites, and more that will help to catapult your success.

NoxInfluencer

<https://www.noxinfluencer.com>

This website is designed to help you identify how much a given YouTube channel is likely to be earning based on its viewcount, subscribers, engagement, and more. This can be useful for marketers and advertisers looking for great candidates to endorse.

What's more though, is that as a future influencer, it can be extremely useful to see what you *should* be charging. See what the going rate is, as well as what others in your niche and your competition are charging. Just enter your YouTube channel address in and you can immediately see things like the expected amount of earnings from advertising, as well as the potential that could be earned from a promotion.

Influencer Marketing Hub

<https://influencermarketinghub.com/>

A great resource for all things influencer marketing. Check out their website for resources and articles to help you further your knowledge on influencer marketing.

Buzzsumo

www.buzzsumo.com

Buzzsumo is a great place to find trending posts. This is ideal if you want to share content that you *didn't* write to your Facebook page or Twitter. It's also a great place to find topics to write about!

Buzzsumo essentially lets you find content that is doing extremely well on social media with lots of likes and shares, and then to share that same content to your own page. What makes this so powerful, is that you can already see from the numbers that it is performing extremely

well. Therefore, there is no reason that it shouldn't do just as well for your Facebook page, potentially resulting in more likes.

HootSuite

www.hootsuite.com

Hootsuite is a very useful tool for influencers. This will allow you to see all your social accounts in one place, as well as to do useful things like scheduling posts to go out on a single day. This latter feature means that you can create "batches" of your content that will then be drip fed over a period of time. This is a way to ensure there are no gaps in the content you are putting out!

IFTTT

<https://www.ifttt.com>

IFTTT stands for "If This, Then That." This basically means that you're going to be setting up programmer-like relationships between your online accounts and apps. So for example, when you post to Instagram, you could have that post automatically shared to your Facebook account as well.

OR you could set up much more complex relationships, so that YouTube videos become blog posts a little time after they go out, or so that Google Sheets is updated with a huge list of every post you ever write!

Envato Elements

<https://elements.envato.com>

Envato Elements is a site that hosts a huge number of stock images and videos. These can then be used on your website, in videos, or on Instagram. They can immediately elevate the quality of your site or channel, by giving you professional images to share.

GIMP

<https://www.gimp.org/>

GIMP is an image editing software like Photoshop, except that it is completely free. This is an extremely powerful combination when you use it with

Canva

<https://www.canva.com/>

Design all sorts of graphics from social media graphics to slides. You can create any type of graphic using this free web based tool. You don't need Photoshop!

Likealyzer

<http://likealyzer.com/>

Likealyzer is a tool that lets you learn more about your most successful content. This will let you see which posts are getting the most likes and from your target audience. Or you can see which ones get overlooked, or what times of day work best.

The aim is to look for what works well... and then do more of that!

Google Trends

<https://trends.google.com/trends>

Google Trends is a tool that will show you how search volumes are changing for a particular search term. This of course allows you to see things that are increasingly in demand, giving you ideas for content and ensuring that you stay on trend so that you can act as a more effective influencer.

Rapportive

<https://rapportive.en.softonic.com/web-apps>

Rapportive is a tool that can make it much easier to find potential partners to work with. This will show you the social media contact details of anyone who messages you on Gmail, meaning you can quickly add them to your networks!

All Hashtags

<https://www.all-hashtag.com/>

Type in your keyword and quickly find all the most popular related hashtags so that you can gain more views for your posts. It works surprisingly well, and while it isn't flawless, there is no reason not to give it a try with your next post and see if it works well for you.

Find Sponsors

Once you have your huge audience, the next crucial step is to get those sponsors to line up and start waving cash at you! Here are a few sites that make it easy for you to find sponsors:

- Chamboost - <https://chamboost.com/creators.html>
- Famebit - <https://famebit.com/creators>
- Grapevine - <https://www.grapevinelogic.com/sponsorships-for-creators/>

These all work differently, and of course you can also approach brands and businesses directly. But if you want an easy way to make yourself more visible to potential sponsors, this is a good strategy.

1,000 True Fans

Article by Kevin Kelly

<https://kk.org/thetechnium/1000-true-fans/>

This book explains in detail why the only thing you need to be highly successful is 1,000 true fans. In other words, if you can find 1,000 people that love the content you create and that read everything you put out, then you will grow and grow. Partly this is because those fans will act as “brand ambassadors,” by spreading the word and helping you to grow exponentially. Partly, it's because having 1,000 people that are guaranteed to buy nearly all your products is enough to sustain a LOT of businesses.