

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.