How to Network With the Other Big Influencers in Your Niche

If you want to grow quickly in your niche as an influencer, then it is very important that you learn how to network with the *other* big influencers. In any industry or niche online, there will always be a community of established content creators. Just look at the YouTube “fitness community” for an example.

If you can ingratiate yourself with this audience, then you will not only gain access to a larger audience very quickly, but you will also be able to gain from the endorsement of people that the audience already trust!

**How to Work Alongside Big Names**

The first thing to understand then, is how to enter the space in a non-threatening way. While there is always room for more than one influencer, some creators might be reluctant to give you too much of a boost for fear of being usurped.

A solution to this problem is to try and position yourself not as a direct competitor. The way you do this is to carve out your own niche in the market, rather than tackling them directly head on.

**Getting a Response**

The next challenge is to get the creators you want to work with you to actually answer your emails. This is extremely difficult, but the solution is to start by just interacting with them in their comments section and elsewhere. Become known to them.

Only then should you email, at which point you need to be polite, be respectful of their time, and not *expect* anything from them. If they don’t answer, leave it a while but do try again – they might simply have been too busy to respond.

Try not to start to big. Don’t immediately approach the most prominent names in your niche, but instead target those that are a similar size or just bigger than you. This way you will be more likely to get a response and you can gradually climb the ladder.

Failing that *hire* the individual and use this as a way to speak with them. If they offer consultation or coaching that is perfect.

**Playing Dirty**

If this doesn’t work, then there is one more strategy you can use but must be very careful with: that’s to create a video that challenges or critiques them. Do this in a respectful manner, but it can be a great way to get more eyes on your content AND a good way to get noticed by them!