

Influence Like a Boss

– Summary Checklist

Introduction – Why Become an Industry Influencer?

“The greatest ability in business is to get along with others and to influence their actions.” – John Hancock

- ✓ Experience = Credibility
- ✓ Ideas and content are shared and taken to heart
- ✓ People respect and trust your knowledge

- ✓ When influential people speak, the audience hangs on every word
- ✓ There is value in what they have to share
- ✓ Impact behavior through reputation

What is Influence Marketing?

- ✓ More important now than ever
- ✓ People are wary of sales pitches
- ✓ They respect friends' opinions and will be more likely to make a purchase based on recommendation

Developing a reputation for expertise and credibility in a particular market, while growing that reputation through strong relationships with your target audience.

- ✓ Connect with your prospects
- ✓ Influential business people can communicate within their marketplace

- ✓ They understand marketing psychology, the power of influence, and purchasing beliefs

What are the Benefits of Influence Marketing?

- ✓ Can be global or personal
- ✓ Influencers can quickly and easily expand brand reach
- ✓ Springboard off of your reputation in a community

What is a Social Influencer?

- ✓ Daily decisions are influenced in some way
- ✓ True in social media – people look to belong, then are influenced by those perceived as leaders
- ✓ Pick a form of social media that is relevant and build influence there

How Do You Become an Influencer?

- ✓ Begins with building strong relationships
- ✓ You must be seen as knowledgeable, honest and with integrity
- ✓ Specialize in one area

- ✓ Be visible
- ✓ Be confident and self-assured
- ✓ Know that your market is always changing

What You Will Learn

- ✓ Reliable influence depends on constantly providing value
- ✓ Always think about serving your market
- ✓ Develop a consistent track record

- ✓ Understand the components of influence
- ✓ What it is, how to obtain and measure it, where it can be fostered

Learning Objectives

- ✓ Gauge and improve the strength of your online reputation
- ✓ Identify influence marketing opportunities and benefit from them
- ✓ Use simple methods proven to build the perception that you are an influential specialist in your market
- ✓ Create market-appropriate content that shows you as an expert in your field
- ✓ Locate the areas online where you need to be to best grow your influence
- ✓ Measure and monitor your online influence in your target market
- ✓ Increase your customer base and loyalty by reinforcing the idea that you are influential in your field

Apply the Proven Strategies of Industry Influencers

- ✓ Know what you are attempting to influence
- ✓ Specialize for fewer competitors
- ✓ Be proactive and focus on market interests

Learning from Social Groups in Your Market

- ✓ Becoming the 'go-to' requires specific knowledge
- ✓ Learn via relevant social networks
- ✓ Also use Google to search for forums

Ongoing Education is Everything

- ✓ Warren Buffett is considered one of the smartest financial minds
- ✓ Attributes his success to ongoing research and education
- ✓ Education is vitally important

Where to Get Educated

- ✓ Local/Virtual Seminars & Conferences
- ✓ Podcasts
- ✓ Library reference
- ✓ Trade Journals

Media Tracking

- ✓ Track all media pertaining to your area of expertise
- ✓ Ask others for top sources
- ✓ Listen to or read those every day

Benefiting from Alerts Services

- ✓ Free and paid alerts to track market-specific keywords and phrases
 - 1 - Talkwater Alerts
 - 2 - Social Mention
 - 3 - IFTTT
 - 4 - Mention
 - 5 - Topsy
 - 6 - Meltwater News
 - 7 - Google Alerts

Share What You Know

- ✓ Share your own knowledge in the different places you've looked at
- ✓ Stay focused on your specific niche market
- ✓ Start your own website or blog
- ✓ Make sure your brand is noticeable
- ✓ Be visible where it makes sense
- ✓ Be everywhere possible

Make Yourself Accessible

- ✓ Make sure your contact info is readily available
- ✓ Hand out your business details

- ✓ Host Q&A sessions, attend events and give your time to anyone who requests it

Create Instant Authority

- ✓ Books can create authority and be a passive income stream
- ✓ Create informational goods
- ✓ Publish free content
- ✓ Try direct mail

Use the SHIP Method to Become an Industry Influence

- ✓ Stories
- ✓ Help
- ✓ Integrity
- ✓ Passion

Creating Content that Builds Your Influence

- ✓ You have to communicate
- ✓ Create content that identifies you as an industry authority and expert

Content Development Needs to Be Consistent and Frequent

- ✓ Each piece of content should deliver real value
- ✓ Build your perception as an important influence

Connect With Your Target Audience

- ✓ Deliver the right message to the right people
- ✓ Ask your audience what they want to see

- ✓ Make sure the content is delivered in the proper form
- ✓ You need to be consistent
- ✓ Credibility builds influence

Market with a Purpose

- ✓ You need a content marketing plan
- ✓ Be organized and specific
- ✓ Stick to your marketing schedule

Be Human

- ✓ Confidence draws positive attention
- ✓ Be yourself, infuse your content with your own personality
- ✓ Set yourself apart

Be Yourself While Entertaining and Inspiring

- ✓ Include some entertaining
- ✓ Be careful of being the class clown and showing a lack of substance
- ✓ Use your unique personality to inspire others

Dust Off Old Content

- ✓ If you run out of ideas, look into your archives
- ✓ Old content can be re-purposed
- ✓ Mix up formats and look at old content creatively

Understanding the Different Phases of a Buying Cycle

- ✓ Content should connect with people according to their place in your buying cycle
- ✓ Provide value and actionable info for your opt-in
- ✓ Content delivered to people who have purchased is more advanced

- ✓ Deliver content appropriate to where your audience is
- ✓ Create free and paid materials that make sense
- ✓ The same goes for virtual relationships

Use the Right Language

- ✓ Make sure you're using industry-specific language
- ✓ Embed those words in all the content you create
- ✓ Makes content credible and easily found

- ✓ Don't just deliver content for consumption
- ✓ Respond to others
- ✓ The right language is important on and off line

Important Content Development Considerations

- ✓ Make specific considerations unique to your situation
- ✓ 4 characteristics need to be present

1. Consistent with your image

- Content must coincide with how you are perceived
- If you're starting out, don't try to create a definitive guide
- If you're a veteran authority, your content should reflect that

2. Well-Timed

- Know when to deliver what type of information
- Show that you understand your market
- Well-timed content can vault you to the top

3. Delivered in the Right Place

- Constantly
- Consistently
- Deliver content where your target market is

4. Presented Confidently

- Have faith in yourself
- Remember your knowledge and experience
- Deliver with confidence

Content and Social Media

- ✓ Know which platforms are best for your industry
- ✓ Keep your profiles up-to-date and with lots of info
- ✓ Mention your achievements

Build Your Presence Where it Has the Most Influential Impact

- ✓ Spend your time where it is best served
- ✓ Some venues work better than others
- ✓ Begin building a presence at the following on and offline locations

Where You Need to Be Online

- ✓ Ideal online locations are where people congregate, like social media
- ✓ Younger demographics use Instagram
- ✓ Business professionals use LinkedIn and Google+

- ✓ Most popular social media sites:
 - Facebook
 - Most active users
 - Communicate daily
 - Easy-going delivery
 - Twitter
 - B2C or entertainment
 - Maintain casual and professional mix
 - Respond to your audience
 - Google+
 - Great for SEO

- Post daily or weekly
 - Use industry keywords
- YouTube
 - 18 to 49 age group
 - Great for short how-to's and informational videos
 - Comment and share
- Pinterest
 - Women, 18 to 49 age group
 - Image heavy
 - Convey essential info
- LinkedIn
 - Wealthier users
 - For professionals
 - Connect through industry and interests
- Instagram
 - Growing faster than other networks
 - Extremely active users
 - Great for viral marketing

Where You Need to Be Offline

- ✓ A combination of on and offline marketing is best
- ✓ Show up to local events
 - Local Chamber of Commerce
 - Usually requires a small fee
 - Place the badge on all materials
 - Delivers a sense of professionalism and respectability
 - Relevant Conferences
 - Most major cities host relevant events
 - Rent a booth or volunteer as a speaker
 - Create relevant conferences where there are none
 - Start a Podcast
 - Create a local podcast to interview and educate
 - Become a local celeb and market leader
 - Use tools to make yourself portable
 - Partner Up
 - Join with a charity to help them raise money
 - Be selective
 - Bad partnerships can damage reputations
 - Develop a Local Media Presence

- Local radio and TV shows are always looking for contributors
- Try newspapers and local magazines too
- Contribute what you know well

Measure Your Social Influence

- ✓ Growth can only come from measuring progress
- ✓ Learn to measure monetary and time investments

Measure the Right Thing

- ✓ What do you want from influence marketing?
- ✓ Not being clear may mean you end up wasting time and money
- ✓ Figure out your goals and the best ways to track them

- ✓ Visitor/Customer Loyalty
 - Do people return for repeat purchases?
 - Judge market influence by referrals
- ✓ Your Expert Status
 - Ask for feedback from customers and other influencers
 - Record interactions
- ✓ Surveys
 - Use exit polls
 - People love to express their opinions
- ✓ Measuring Your Social Score
 - Websites give you a number as to how you are perceived
 - Sites include:
 - Klout
 - PeerIndex
 - Kred
 - uberVU
 - Klear

- ✓ Tools for monitoring specific platforms include:
 - Twitter
 - Tweetreach

- Twitalyzer
- Twazzup
- Followerwonk
- Google
 - Google alerts
 - Google+ ripples
- Facebook
 - Edgerank Checker
 - Facebook insights
- Search engines
 - Google
 - Bing
 - Yahoo
 - Baidu
 - Ask

Conclusion

- ✓ You should now be able to:
 - Measure and improve industry influence
 - Identify and capitalize on opportunities
 - Create market relevant content
 - Locate prime growth areas online
 - Build a loyal customer base
 - Spot local areas to help grow market influence
 - Use social media to build industry leader perception
 - Deliver content and value based on the needs of your prospects
 - Measure your social influence and its impact
 - Create an action plan using what you have learned

- ✓ Becoming an industry influencer can lead to consistent business success
- ✓ Establishing market influence helps realize personal and business goals