

# Find and Interview Influencers Like a Pro – Summary Checklist

## Introduction: How Influencers Can Boost Your Business

- ✓ Influencers offer a great way to attract new customers and expand your reputation
- ✓ Influencers can validate your products and services and show you as a valuable resource
- ✓ Reach out to someone who is well-known and conduct an interview
- ✓ Get valuable content and exposure
- ✓ Interviewing influencers helps you to:
  - Expand your reach
  - Attract followers
  - Build credibility
  - Position yourself as an authority
  - Create valuable content for your market
- ✓ Most influential content is created by a small group of people
- ✓ People are much more likely to interact with products or services that have been endorsed by an influential person
- ✓ Interviewing an influencer aligns you with their reputation
- ✓ Some businesses are entirely built on the technique

## How to Identify and Connect with Important Influencers

- ✓ The first step is to identify the influencers
- ✓ Look for:
  - Relevance to your business
  - Influencer's reach
  - The value of the person's input
  - The benefit to the interviewee
- ✓ Do a good deal of research on each influencer
- ✓ Don't just choose someone based on availability

## Tools for Locating Influencers

- ✓ Start with social media
- ✓ Find out who is influential on social networks and find out information about them
- ✓ Judge whether or not they are relevant to your business
- ✓ Look at metrics
- ✓ Try the following tools to help analyze metrics:
  - Klout.com
  - Traackr
  - Little Bird
  - PeerIndex
  - Keyhole
  - BuzzStream/BuzzSumo
  - FollowerWonk
- ✓ You can also learn a great deal using search engines and social media
- ✓ Look for terms related to your topic
- ✓ Look for lots of audience engagement
- ✓ Perform keyword and topic searches on social media
- ✓ See whose content is being shared

### **Other Ways to Find Influencers**

- ✓ There are other good ways to find Influencers online and offline
- ✓ Conferences
  - Find related conferences and look at the speakers
- ✓ Industry Publications
  - Read other interviews with influencers
- ✓ Podcasts
  - Consider hosts, guests, and interviewees as potential influencers
- ✓ Video Channels
  - Search for keywords and categories related to your business
- ✓ Your Followers
  - Check out who else your followers are following/engaging with
- ✓ Your Influencers
  - Once you identify influencers, find out who they are following
- ✓ Amazon
  - Browse books in your field and pay attention to the authors

### **Narrowing Down Potential Influencers**

- ✓ Create a big list of potential influencers
- ✓ This can lead to ideas in the future
- ✓ Gather a list of 20 people
- ✓ Use a spreadsheet for tracking information

- ✓ Keep qualitative information and rate elements
  - Names
  - URLs
  - Areas of expertise
  - Scores on relevance, reach, value of input, value to interviewee of interview
  - Other qualitative information
- ✓ Drop those with the lowest score when you find others with more potential
- ✓ Keep those you've dropped for future reference

## **How to Interact With Your Influencers**

- ✓ The appropriate way to interact is naturally and casually
- ✓ Make sure they know who you are so it doesn't seem abrupt when you contact them for an interview
  
- ✓ Three DONTs when it comes to interacting with influencers:
  - Don't Stalk
  - Don't Ask for Endorsement
  - Don't Name-Drop
- ✓ Guidelines to follow include:
  - Be Sociable
  - Create Value
  - Build a Relationship
  - Promote the Influencer
  - Send Referrals
  - Follow the Influencer Offline
  - Write Directly to Your Influencer
  - Gifts

## **How to Secure and Prepare for Your Interview**

- ✓ Choose your first influencer and start thinking about how to approach them
- ✓ Create a detailed plan
- ✓ Organize the background of your interview
- ✓ Let them know:
  - What will be discussed?
  - Who is the audience?
- ✓ When you contact a person, use the research you've done to talk to them
- ✓ Make it personal

- ✓ Explain goals and objectives and ask if they have any questions
- ✓ Approach people humbly
- ✓ Make communications short and concise

### **Setting up the Interview**

- ✓ Confirm essential details
- ✓ Send a confirmation email with details in writing
- ✓ Confirm the interviewee's basic info
- ✓ Ask them if there's anything else they'd like to talk about

### **Creating Your Questions**

- ✓ Always prepare a good list of questions
- ✓ Make them open-ended
- ✓ The best questions are 'how' questions
- ✓ Anticipate what your audience wants to know
- ✓ Write a mix of pointed and light-hearted questions
- ✓ Too many pointed questions might make things too stressful
- ✓ Include basic questions so the interviewee can express their point of view
- ✓ Ask short, simple questions and prepare longer follow-up questions
- ✓ Use hypothetical questions
  
- ✓ Sample questions include:
  - Where and how do you do your best work?
  - Who has been your biggest influence?
  - What was your biggest challenge?

### **Other Considerations**

- ✓ Consider the environment where the interview will take place
- ✓ Set up boundaries with the interviewee
- ✓ Send the interviewee a detailed list of topics that will be discussed
- ✓ Give the interviewee an idea of what to expect post-interview

### **Treating Your Interviewee with Respect**

- ✓ An important part of interviewing is treating someone with respect
- ✓ Set a time limit and stick to it
- ✓ Remember they're doing you a favor
- ✓ Be organized
- ✓ Do a practice run

- ✓ You should know as much as possible about the interviewer
- ✓ Read or listen to other interviews the person has done in the past

## Essential Steps to Maximize Your Influencer Interview Process

- ✓ There is a great deal that goes into good interviewing
- ✓ There are some techniques you can learn to make things go as smoothly as possible

### Key Communication Skills for Interviewing

- ✓ Four key communication skills that are important for interviewing are:
  - Body Language
    - Maintain good posture, make eye contact and appear confident
    - Project your voice
    - Also consider what you are going to wear
  - Asking Questions
    - Ask varied questions
    - Improvise as long as you don't get off-topic
    - Ask for examples
  - Active Listening
    - Fully concentrate on what they're saying
    - Respond to let them know you're paying attention
    - Summarize or paraphrase what they have just said
  - Personal Awareness
    - Personal awareness and emotional intelligence are essential
    - Keep the interview focused on them
    - Don't interrupt

### Conducting Your the Interview

- ✓ Have a list of 10-12 questions and ideas for follow-up questions
- ✓ Have a script or outline for introduction
- ✓ Be careful not to ask questions that have already been answered
- ✓ Make sure the interviewee is comfortable emotionally and physically
- ✓ It should be like a conversation based around your questions
- ✓ You may need to direct answers somewhat
- ✓ Veer the conversation back to the main point if it goes off-topic

- ✓ Reassure the interviewee that you will check facts they are unsure about
- ✓ Take notes during the interview
- ✓ Give the interviewee the chance to promote what they're working on
- ✓ Edit out any problem areas later on in your recording
- ✓ Thank the interviewee at the end
- ✓ Reassure them that you'll make sure they sound great

## **Post-Interview**

- ✓ Immediately after you finish, go through your notes
- ✓ Make a summary of key points
- ✓ Go through and fact-check any points you weren't sure about
- ✓ List key steps for following up
  - Confirm details
  - Add any additional thoughts
  - Confirm publication details
  - Discuss parts to leave out
  - Another heart-felt thank you

## **Publishing Your Interview**

- ✓ You can publish your interview publicly, share it on social media, etc
- ✓ Identify PR groups that would enjoy it
- ✓ Get more out of your interview by repurposing it
  - Use the transcript as a blog post
  - Use the transcript as an eBook
  - Make a video summarizing main points
  - Bundle different interviews together
  - Use snippets for social media

## **Reflecting on Your Interview**

- ✓ You should reflect on the process to make it smoother next time
- ✓ Track your results
- ✓ Set metrics to see if you're reaching goals
- ✓ If it's not reaching goals, figure out why and make changes
- ✓ Figure out why some may be more successful than others
- ✓ Assess mistakes and successes
  - What were the best parts?
  - Where could I have done better?
- ✓ Jot down some ideas of ways to avoid mistakes
- ✓ Follow up with the interviewee to see how it has helped them

## Becoming the Influencer Interviewee

- ✓ Become the interviewee yourself and benefit:
  - Frame yourself as an expert and build credibility
  - Extend your reach
  - Great content and promotional material
  - Leads to more interview offers

### Preparing for Interviews

- ✓ Think about how you want to position yourself
- ✓ Choose some things that make you unique or highlight your assets
- ✓ Have topics ready to pitch

### Finding Interview Opportunities

- ✓ You should be proactive in going out and finding opportunities
- ✓ Identify appropriate places
- ✓ Pitch your idea and emphasize your expertise
- ✓ Search Help A Reporter Out (HARO)
- ✓ Put on your website or other pages that you're available

### Tips for Being Interviewed

- ✓ Ask the interviewer for topics and questions
- ✓ Prepare with personal stories, facts and figures
- ✓ Keep in mind the overall goal
- ✓ Answer questions with as much detail as possible
- ✓ Be yourself

## Conclusion: Create Your Action Plan

- ✓ You should now have what you need to get started
- ✓ Review key points and create an action plan
- ✓ Go over business objectives
- ✓ Go through the steps outlines and keep your eyes open