

Find and Interview Influencers Like a Pro

Increase your reputation and boost your business



**YOUR TRUE
POTENTIAL**

IGNITE YOUR POWER WITHIN

Workbook

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Introduction: How Influencers Can Boost Your Business

1. List your primary goals for using interviews with industry influencers in your business marketing.

	Primary Goals
1	
2	
3	
4	
5	

2. Document the results you would like to see when you conduct interviews with key influencers in your market area.

	Results	Notes
1		
2		
3		
4		
5		

How to Identify and Connect with Key Influencers

1. Identify 20 Key influencers in your business niche who could help support your goals. Use the suggested tools and ask yourself questions like:
 - Who is most influential in your business? Who resonates well?
 - Who has the strongest reach?
 - Who aligns with your messaging?
2. Use the provided spreadsheet or one of your own to record their name, URL, Social Media URLs, previous interactions, areas of expertise, scores on the 4 influence factors (relevance, reach, value to market, value to interviewee), and any other qualitative information, as well as contact details and notes. You can score on a 1 to 10 basis, or whatever makes most sense to you.
- 3.
4. Narrow down your list of influencers to your top 5, based on the information you collected in your spreadsheet. Look at the top scores and any other information you collected. These are your best candidates.

Top 5 Influencers

4. Document at least 3 places you can reach these influencers

- Where are they? Where do they hang out socially or in the community?
- How do you reach them?
- Where are they most prominent and where can you interact? (Blog posts, speaking engagements, website, etc.)

3 Places to Reach Influencers

5. List 3 aspects about your business that would be of value for the Influencers you identified in Step 1.

3 Aspects of Value for Influencers

How to Secure and Prepare for Your Interview

1. List 2 focus areas or topics for interviews you'd like to conduct.

	Focus/Topic	Notes
1		
2		

2. List 5 questions you could ask around the 2 previous topic areas.

1	
2	
3	
4	
5	

Essential Steps to Maximize Your Influencer Interview Process

1. List the communication skills you need to work on for a productive interview.

	Skills	Notes
1		
2		
3		
4		
5		

- Put your skills to work: Jot down 5 general questions you would ask an interviewee. Grab a partner or friend and practice your interviewing with these questions. Have your 'mock interviewee' give you feedback on how well you applied your communication skills.

1	
2	
3	
4	
5	

- Identify 3 ways you will use your first interview after you've conducted it.

	Ways You'll Use Your Interview
1	
2	
3	

Becoming the Influencer Interviewee

1. Describe a topic area that you know well and could use to establish yourself as an expert.

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2. List 5 outlets where you could make yourself available as an industry expert, eg: local media, a forum, another blog

	Outlet	Notes
1		
2		
3		
4		
5		

Conclusion: Create Your Action Plan

1. Review your notes and what you have learned so far
2. Identify the 5 ways that you will use the information you learned in your marketing plan.

	Ways to Use Info	Notes
1		
2		
3		
4		
5		

3. Use the Action Plan template below to list the tasks you will do as soon as you get back to work along with deadlines for each.

Task	Notes	Deadline