

## **30 TIPS ON CONNECTING WITH INFLUENCERS IN YOUR MARKET**

1. Connect with industry influencers on a local level, as well as online. Join local business organizations – and participate.
2. “Don’t judge each day by the harvest you reap, but by the seeds that you plant.” – Robert Louis Stevenson
3. If you want to connect with niche influencers, put lots of thought into each one’s audience and its needs.
4. “Nothing BIG will happen in your life, until you build off of the many SMALL things” – John Paul Aguiar
5. Don’t try too hard. If you don’t connect with an influencer, you may actually need to stop pouring your energy there.
6. Find the common ground – then bring value to your expression of it. That’s how to connect with a market “Influencer”.
7. Follow market influencers on social media. Contribute direct, honest comments and questions that make them look good to their fans.
8. Comment consistently, when following market influencers – but never, ever comment for the sake of commenting.
9. Always say thank you to those who help you on your journey. Gratitude cannot be over-estimated.
10. Influencers will want to engage with you because you give them as much as you take.
11. Be constantly visible when connecting socially or online with market influencers. But be a striking, pleasing flower – not a mosquito.
12. Provide what market influencers need – especially if it’s for their fans and followers. That’s the way to align yourself with them.
13. If you want to align yourself with a market influencer, simply align yourself with their goals.

14. “Consistently investigate what gives other people energy. Be the fan that fuels it.” – Darren Rowse, Problogger
15. Want to find an industry influencer not on social networks? View “deep” information about them: <https://www.relsoci.com/>
16. Find market influencers with third party metrics: Klout, PeerIndex, and Kred.
17. A market influencer is not the person with the most followers: It’s one who can get people to take actions.
18. Market influencers usually have longevity in a niche and a strong, continuing presence.
19. Make sure you do nothing to attract negative market influencers – those who diss your products or credibility.
20. Influencers who reciprocate increase exposure and awareness and help spread word-of-mouth buzz about your brand.
21. When asking a market influencer to joint venture with you, make sure you let them know WHY they will care.
22. Follow market or niche influencers who hold conversations with your exact audience – and join in the conversation.
23. Remember that niche influencers make the best JV partners.
24. Take time to listen to the conversation between a market influencer and her audience before you decide to join in.
25. Want to know what topics market influencers are really influential over? Check their Klout scores.
26. You stand a better chance of getting a market influencer to JV with you if you have first invested in supporting them publicly.
27. When connecting with market influencers, give them positive reasons to notice you. People respond to those they know and trust.
28. Be authoritative yourself. Market influencers will run for the hills from needy people who want them to “do all the work”.

29. When asking a market influencer for a JV, make sure you first find out and read their JV guidelines and procedures.
30. Make a list of market influencers in your niche, then narrow it down to focus on a manageable number of your best influencers.



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