

Ep 71: The Truth on How to Get Hired as an Influencer

Using your influence to achieve your goals



- You need to have a focus that attracts and holds a community.
 - This is fundamental and foundational to being an influencer because you need to cultivate your influence around something. Be as specific and niche as possible. This is what you will build your credibility around.
 - Clear focus is what brands pay for when hiring influencers. They want access to communities they can't reach on their own.
 - Influencers with active followers put out A LOT of content to define and declare their focus. You must be committed to doing the same to keep viewers engaged.
- You need to create compelling branded content.
 - This is the key to getting paid. You must be able to translate branded content into your tone so it feels like an integrated part of your channel.
 - Influencers wanting to get paid for branded content need to cultivate their focus so this is a natural and expected part of their content. Test and learn with products you appreciate. Giving some free love is also a really good way of getting attention of brand managers and agency owners.
- You need to be consistent in brand character.
 - This character and tone should be authentic to you so it starts to build something that is ownable to you. This means making sure your tone transcends through your content vs just posting whenever you like.
 - The brand needs to know who they are getting and not be surprised with unexpected happenings that could ruin the reputation via association.
 - This means being intentional on how you approach controversial topics. Your channels are no longer the place to be cavalier in venting, over-sharing or grand-standing. You need to manage your message.
 - You also need to be mindful of what is on your personal pages and/or locking those down to invite only. Brands are looking for influencers whose character is aligned with theirs.
- You need to be professional in your interactions.
 - This is a business, treat it as such.
 - Be prompt with inquiries. If you want to be hired, respond back quickly.
 - Be responsive in your communication. Be respectful in the relationship if you want more work from them.
 - Follow guidelines outlined by the brand. Yes, it is YOUR channel and you must uphold it's integrity. But you also have to have flexibility that allows the brand to acheive its goals.
 - Deliver on time. Noting is worse for a brand than wondering where your content is.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete