





Getting Promotion Through Influencers, Journalists, TV Bookers and Podcasters



Lesson 1: Connecting with Influencers

Goals and Expectations

This lesson is all about connecting with influencers who can help promote you and your work.

By the end, you should know:

How to target, connect with and help key people who will support your creative work.

So let's get started...

Determine what influencers are relevant to your topic.

- > Subscribe to their podcasts.
- > Read their posts & books.
- > Follow them on social media.
- > Comment on and share their content.

Find them on:

In addition to their websites:

amazon

Medium

Instagram

facebook

 **iTunes**

Linked 

Reach out to them.

Once you're familiar with their work, and a genuine fan of it, find a way to tell them how much their work means to you; **the more specific you are, the better.** "I love your work" is fine but, "Your post about the influence therapy had on your life motivated me to get back into therapy" is MUCH more meaningful.

Help them.

If they share something they need help with on social media (*from quitting smoking to getting volunteers to take a survey*), **reach out** with an offer to help or share a note, advice or a story.

If you have feedback on something they're doing you think would be genuinely helpful, **provide** it.

If you know someone you believe could help them, **offer** to do an introduction.

Spotlight them!

If you do a blog post about one of them or feature them in a newsletter, share it with them.

They'll be flattered, I swear!

My most effective example ever (James Altucher)...

My Favorite Self-Help Author Isn't a Self-Help Author at All

Yep, a former hedge fund manager has become my go-to guy for spiritual matters.

Posted May 06, 2016

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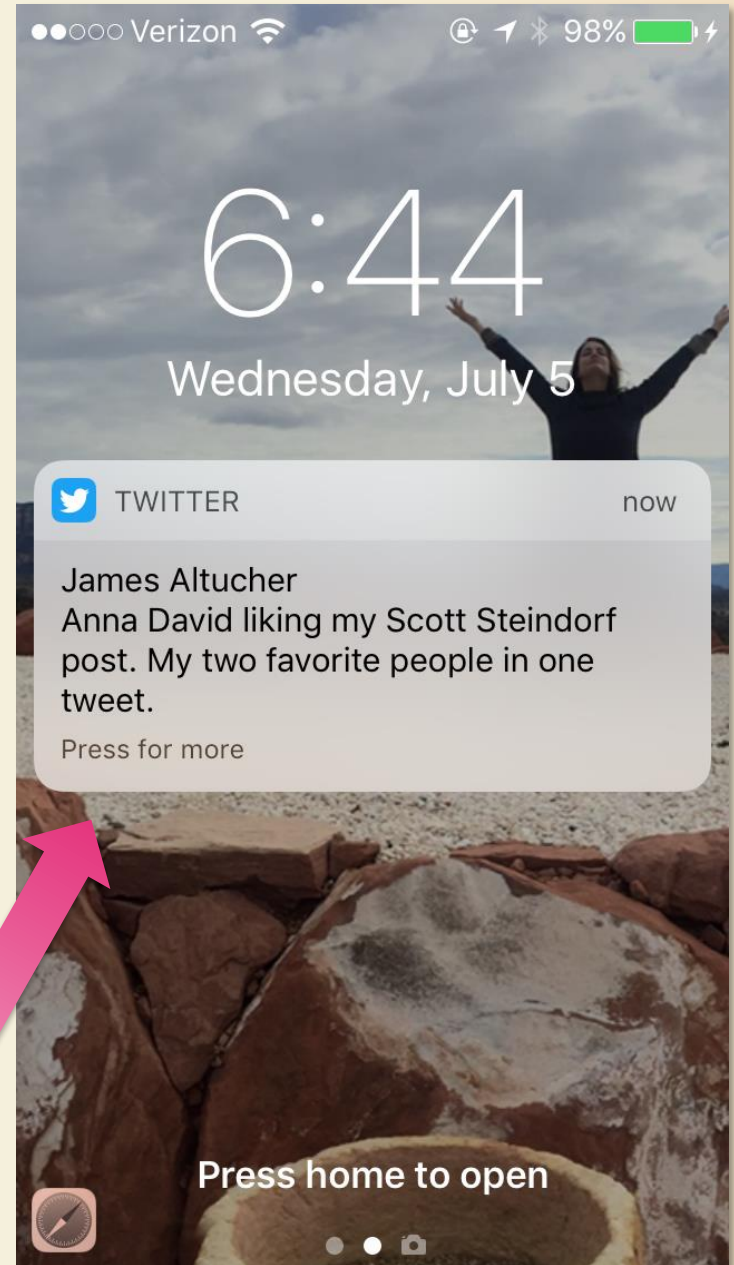
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Roughly a year ago, I stumbled across the wisdom of James Altucher. I was certainly not the first; you could easily call me quite late to the game. But to be fair, the guy isn't really in my wheelhouse. I have successfully avoided learning anything useful about investing money and, until I started my own business, was fairly indifferent to the trials of entrepreneurs. But Altucher intrigued me: he seemed to not be a business guy at all while still being entirely a business guy. How many former hedge fund guys share about what they discover while their lives are falling apart?

What happened after?

I messaged him the piece on Facebook and he featured it (*and me*) in one of his newsletters (*which went out to 250K+ people*). Then we became friends; he gave me career advice and promoted my webinar. Then stuff like this started to happen.



How much do influencers matter?

(Hint: *A lot!*)

(See HOW INSTAGRAM BECAME THE NEW OPRAH PDF.)




More on influencers...

The best explanation of this I've ever seen is a story called [THE TIM FERRISS EFFECT on Forbes](#).

In summary:

Author Michael Ellsberg was featured in THE NY TIMES, on CNN and in many media outlets and it didn't help his book sell much at all. Then Tim Ferriss published one of his guest posts and...

Amazon Best Sellers Rank: #45 in Books ([See Top 100 in Books](#))



Quote from that story:

“You want to find an audience that is highly targeted. I would rather be able to reach 5,000 people who are exactly interested in my topic than let's say 100,000 who are only marginally interested.”

– Ramit Sethi, *NY Times* bestselling author and CEO of *I Will Teach You to Be Rich*

Of course, we're not all friends with Tim Ferriss.

So find YOUR people;
people who are not as influential as Ferriss but
influential to their 5000 (or fewer) people.

This will pay off 10-fold, not only because they may
end up helping you but also because through doing
this, you will learn from them.

Join their communities.

Many of these people host events, appear at conferences or offer paid communities. Connecting in person is ideal but *joining one of their paid online communities may be even more ideal*. For better or worse, we're all predisposed to respond to the people who give us something.

"We are obligated to give back to others. Essentially thou shall not take without giving in return."

– Robert Cialdini, *NY Times* bestselling author of *Influence*

Another approach: Declare YOURSELF the Influencer.

The more newsworthy you can become before your book is released, the better. And you can actually insert yourself into the news. Make cold calls. Declare yourself a leader in the space and become one. Here's what my friend Ryan Hampton did after building up his social media...

Declare YOURSELF the Influencer - Part 2

In his words..."I cold called and emailed. I said, 'Hi my name is Ryan Hampton. I've spent the last two years watching my friends die from addiction. I have a story to tell. And I think if the rest of the world could see what I did through my lens, they would be outraged. I want people to be as outraged as me. I'd love to work with you, but if you aren't interested please let me know now. Thanks.'"

And that's it...your guide to connecting with influencers in order to build an audience for your creative work.

Summary of what we covered...

Finding the influencers in your field and then following, supporting and helping them as well as how to declare yourself an influencer.

Your Homework

- Target significant (but not so big that they're impenetrable) influencers in your world.
- Follow and help them in whatever ways you can.
- Brainstorm ways you could declare YOURSELF the influencer.

Next up:

Making Yourself Newsworthy