

How to Find and Interview Influencers

Expand Your Reputation and Boost Your Business
by Interviewing Industry Leaders



Course Book

Table of Contents

Introduction - How Influencers Can Boost Your Business3
Module 1 – How to Identify and Connect with Key Influencers.....
Module 2 – How to Secure and Prepare for Your Interview.....
Module 3 – Essential Steps to Maximize Your Influencer Interview Process ...
Module 4 – Becoming the Influencer Interviewee.....
Conclusion and Next Steps

Introduction - How Influencers Can Boost Your Business

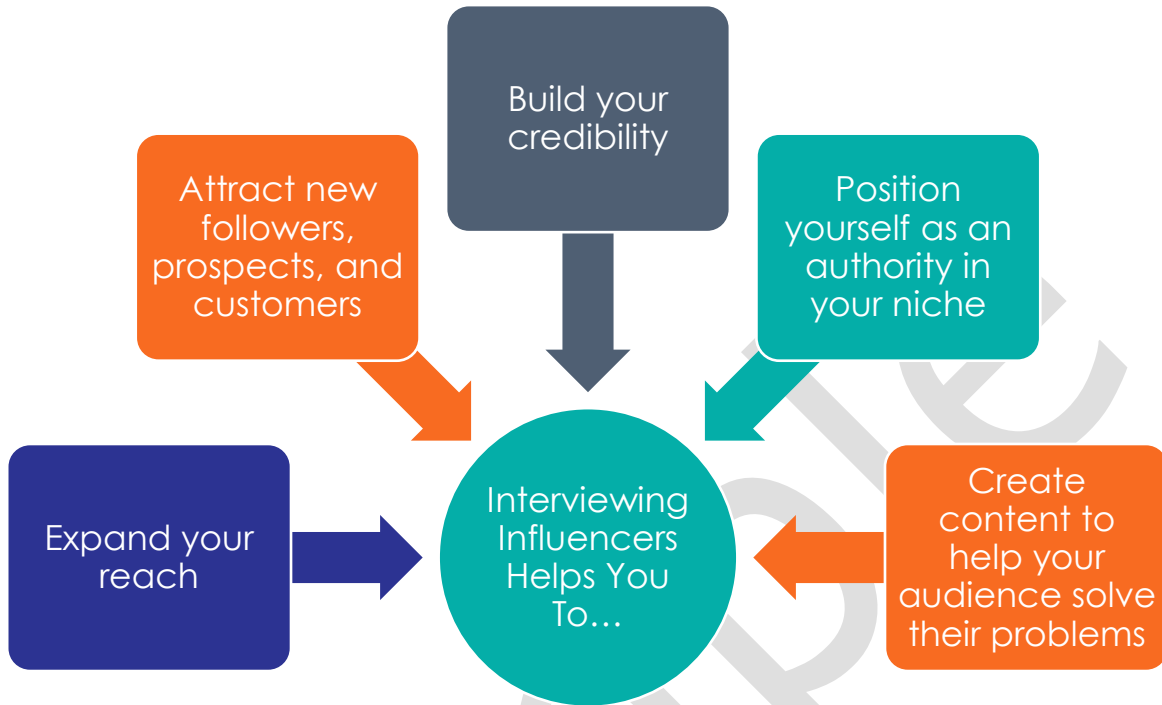
Influencers, or well-known experts in your field, offer a great way to attract new customers and expand the reputation of your business. Connecting with known influencers and interviewing them publicly can validate your products and services, build your credibility as an expert in your own right, and show you to be a valuable resource for your market.

In this course, you'll learn how to effectively harness the name recognition and authority of influencers to promote and boost the growth of your business.

As part of your 'influencer marketing', the goal is to reach out to someone who is well-known as an expert in your field. You conduct an interview with the influencer, and then publish it on your blog, podcast, YouTube channel, or anywhere else where you can connect with your audience.

The result is valuable content for your audience and exposure to more potential clients. New people who are searching for the influencer online will find your interview. They'll likely start following you as well.

Interviewing influencers helps you to:



- Expand your reach
- Attract new followers, prospects, and customers
- Build your credibility
- Position yourself as an authority in your niche
- Create extremely valuable content that helps your audience solve their relevant problems and inform them of current trends in the market.

According to a study by CivicScience, nearly 1/5th of consumers have bought something because of an influencer or blogger recommendation. And while a higher percentage of those are in the under-25 age group, a significant number of millennials and GenXers also listen to influencer recommendations. Moreover, all income levels are impacted by influencers.

Finally, and not surprisingly, the more time you spend online, the more you're likely to buy something based on an influencer's recommendation or promotion on social media.

These figures suggest that there's an influence confluence online where an increasing number of purchase decisions are impacted by a relatively small group of people. Therefore, it can work towards your benefit to access the influencers affecting these sales.

Influencers gain thousands of likes and comments on social media. They can lead their followers to check out certain products, services, blogs, or other types of content. People are much more likely to buy a product or follow a blog that has been recommended by a celebrity or public figure they already like and trust.

When you interview an influencer, it aligns you with their reputation and builds your credibility. In effect, you can ride on their coattails. Their presence and expertise in your content adds value to your business.

Interviewing influencers is such a useful technique that some businesses are entirely built around it.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Explain how Influencers can help grow your business, build your credibility, and attract more customers
- Use a simple process to identify and connect with key influencers who you can interview to support your marketing objectives
- Identify the key steps to prepare and secure a successful interview
- Utilize effective interviewing techniques to maximize the outcome and

results of your influencer interview

- Recognize and initiate opportunities to be an influential interviewee yourself, to continue to build your credibility and reach.

This course is broken down into 4 modules with an introduction and conclusion to take you step-by-step through How to Find and Interview Influencers.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

1. List your primary goals for using interviews with industry influencers in your business marketing.
2. Document the results you would like to see when you conduct interviews with key influencers in your market area.

ATTENTION:

This is only an excerpt from our full course How to Find and Interview Influencers. The full, customizable course contains 5 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

How to Find and Interview Influencers

**Expand Your Reputation and Boost Your Business
by Interviewing Industry Leaders**

