

BUILDING YOUR BRAND

10 WAYS TO GROW AS AN INFLUENCER



LISTEN TO YOUR HEART

When trying to find your niche, pair something you love with what people need. What comes easy to you that would solve a problem for someone?



FOCUS

Think about what you want to be known for. Ultimately, what is your message or product you're selling? It's easy to want to focus on multiple things, but, to build an effective brand, you have to start small and specific.



STAY CONSISTENT

Building relationships with your customers is important. One way to do that is by staying consistent with your message, your look, and how often you show up for them. That will build your credibility as well as brand loyalty.



BE INSPIRED

Name three brands that you look up to and *why* they inspire you. Hone into what they are doing that inspires you and use that as inspiration to create a similar connection between your brand and audience.



POSITION YOURSELF

Align yourself with people doing similar work. You can do this through promotions, affiliates, or working together for a cause. This will broaden your reach as an influencer because you will connect with their audience as well.



RECONNECT WITH YOUR PURPOSE

Circle back to your *why*. Do you want to build your brand to make money, develop a skill, or connect with people so that you can create influence? Remembering this will keep you aligned when roadblocks arise.



BUILD A WEBSITE

Build a visual around your product with strong photography and a website - sometimes you have to invest a little in the photos, graphics, or expertise this process needs to build an engaging platform.



STAND OUT

Get really really good at one thing; by developing a skill that people turn to you for, you will develop thought leadership and be the go to for something. That in turn will lead to other opportunities.



MEASURE YOUR PROGRESS

Keep track of your engagement rate, impressions, and inquiries from people on social media. Take stock of any patterns. Is there a product or content that people want more of? Give them what they want!



KNOW YOUR AUDIENCE

Understand who your dream clients are so that you can identify their wants, needs and struggles and help them solve that problem. Go deeper by defining the demographics around them.

