



9 WAYS TO BECOME AN ONLINE INFLUENCER

- **Create lengthy and valuable content**
The key word here is “valuable”. Make your content so valuable, you could easily charge people for this information.
- **Go after a specific Niche**
Don’t be the master of many things! Pick something and be the master of that.
- **Create a series that helps people**
Providing any kind of information or help to your reader will have them sharing your information and products.
- **Interview other influencers**
Find out more about the people you look up to who are already doing what you are dreaming of and ask those key questions that you’ve been wondering about.
- **Be interviewed**
Get your name and your links out there by being interviewed about your blog, journey, and your products and/or services
- **Contribute written content to bigger blogs**
Guest blogging is a wonderful way to practice your writing skills and also put your information into new locations where your readers might hang out.
- **Get your website’s content shared on larger blogs**
Have you ever written about a larger brand or a larger blog? Why not send those people an email letting them know you were sharing their content on your blog. This could get them interested and sharing your links to their followers too.
- **Connect your personal story with something people struggle with too**
Your story is a powerful tool you should be using. People might not care that much about your story as much as they care how it makes them feel and what they can connect back to their personal story. So, don’t be afraid to use your story in your writing.
- **Engage naturally with your audience**
Don’t forget to tweet, comment, and share content like a regular person. People start to catch on when you’re using automated responders. Engaging naturally and being “human” is the most attractive thing you can do to gain new followers.