

Daniel Hall Presents



Episode 53

6 Ways to Do Business with Influencers: Even if You Don't Already Know Them

With Daniel Hall

One of the fastest ways to grow your company is to do business with influence centers in your niche. **The problem for most business owners is they have no relationship with influencers who could help them.** Fortunately, doing business with influencers in your field is not as hard as you might think. Why is this? It boils down to this one simple truth: **everybody needs something.** This basic concept is the engine that drives the economy. You can use it to create and nurture relationships with top influencers in your market.

What Does Not Work in Creating New Relationships with Influencers

The following are 6 easy strategies to establish and grow relationships with influencers who you don't yet know. **Before we jump into these strategies it would be helpful for you to understand what does NOT work in creating new relationships with people who could help you.**

One of the worse things you can do when you want to do business with someone new is to approach them as an unknown person and ask them to do something for YOU. This happens frequently in my business. People will email

or call and ask if I can promote them or send an email to my list for them. All too often I have no clue who these people are, the quality of their products and services and most importantly their business ethics. So I usually respond with a polite “no thanks” if I give them a response at all.

My point is this: Don't start a new potentially beneficial relationship by asking someone you don't know to do something for you. In fact, it is best to take the polar opposite approach. That is, figure out something you can do for them and remember the sage wisdom that “everybody needs something.”

6 Ways to Start a Business Relationship with Influencers

1. **Give a Video Testimonial** – If the influencer you want to do business with has a book or product, buy the product. Read it. Go through their program. Whatever it takes so you can give them a great testimonial. If it is a product, post a video testimonial on YouTube. If it is a book, post a video review of the book on Amazon.com. On Amazon, video reviews go above all written reviews so consider doing a talking head review. **The key to making this strategy work is to let the person know that you've done this for them.** Email them and include a link to your video testimonial. You will likely get a nice “thank you” which is your entre to developing the relationship further.
2. **Blog Review Twist** – Write a blog review. **However, here is the twist: review the influencer's product or book on their blog not yours.** Write a great review as to why you liked their product or book. Post this in the comment section on their blog. You're helping them by letting their target market see how good the product is. Plus, the influencer is going to notice you.
3. **Blog Interview/ Podcast** – A podcast or blog is a great tool to have when working with influencers. Every successful entrepreneur understands the importance of marketing. What is a better way to do that than by an interview? **Email or message the influencer you are interested in. Offer to interview them on your blog or podcast.** This way your audience gets the benefit of what they have to offer. And the influencer gets to present to a new audience and once again you have the opportunity to deepen the relationship with them. Bonus: If you have a decent audience let the influencer do that as well if may help to sway them.
4. **List Building** – **If you're working on a product, or you have one you have already put together, contact the influencer and offer them the opportunity to build their list by giving them access to your customers through your “Thank you” page.** You might say something like “Listen I would love for you to contribute a bonus to my product.” Then have customers download their bonus from your thank you page but through an opt-in form. This then becomes a lead generator for the influencer. This approach also provides you with the additional benefit that your product will be easier to sell because it has this additional bonus.
5. **Share Their Content On Social Media** – This can be a very fun one. Most influencers are also on social media. **Connect with them there and strategically share their content.** Add value to it if you can and recommend that others in your network also check it out. Make sure you tag them. This works best on Facebook and Twitter. Recently I interviewed the CEO of Rev.com as a result of tagging him on twitter.

6. **The Cool Kids Club** – This is a most powerful tip. Just like in high school if one of the cool kids liked you then they all ended up liking you. **That is, if you already have a great relationship with an influencer ask for an introduction to other influencers that they know.** Once you're in use one of the 5 strategies above to grow the relationship further. There is nothing better than a personal recommendation.

Working with influencers is a whole new way of marketing. It's actually called Influencer marketing (also influence marketing). **It's a form of marketing in which focus is placed on key individuals (or types of individual) rather than the target market as a whole.**

And, you have just learned 6 ways to go out and contact and begin working with the influencers who impact your target market. Pick one of the strategies and try it today. You'll be surprised at how fast you will become acquainted with these influencers and how fast these relationships can lead to new business.

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