

20 Ways to Reach and Engage Industry Influencers



Do you want to be an influencer? Then you must know what it takes to be what others inspire to be. It is not about being powerful or being a celebrity it is about reputation, responsibility and credibility. No one wants to follow or listen to a phony fake individual who only wants status and fame. First be genuine and true to yourself and it will manifest itself to others. People will know who you are and what you are and what influence you have with them.

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With that being said, I have listed 20 ways you can reach and engage industry influencers.

1. Never solicit to an influencer - No stalking, no soliciting of any kind, no spamming, none of that. You want to learn as much as you can about them from a distance.
2. Engage with an influencer - Follow them on social media. Make a meaningful and sincere comment on one of their blogs, Facebook or LinkedIn or Twitter page. If you find a comment or article of special value to you, respond by telling a story that hits close to home or an experience that was similar to theirs.
3. Become an influencer yourself - You have to let other powerful influencers know you exist. Create content on social media that will spark others to follow and listen to what you have to say. Once again, stay true to yourself and add content to your website, blog, Facebook page or whatever social media you have that is valuable, engaging and worthwhile.
4. Connect with an influencer yourself - Do not use a PR agency or someone else to engage with an influencer. They want to know you the person. Sharing your thoughts and concerns lets the influencer know you are committed to the cause or service.

5. Share some tidbit an influencer does not know - Let them in on a small tip that has helped you immensely. A great industry influencer always wants to know what is hot and they want to know from you. Pass something great and meaningful to them first.

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6. Invest in a relationship with an influencer - Take the needed time to follow and really understand what it is they do and believe in. If it is something that you believe as well tweet about it and post it with your followers. In due time, try to connect with that influencer and ask if he/she would be so gracious as to share their knowledge and experience on your podcast show.

7. Talk to an influencer after an engagement - Whether it is a seminar or conference, find an opportunity to go up to them and introduce yourself. Be as genuine and engaging as you naturally can be without being awkward or weird. Tell them you have been following them and share the same thoughts and ideas as they do.

8. Pick an influencer's brain - When you have maybe made contact with an influencer ask a question or two about a new idea or service you have. Asking them for their expert advice lets them know you believe in what they say and it could be on a closer better relationship with them.

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9. Find the influencer's that are in your niche - These are definitely the go-to experts that you want to connect with. They have a big following and relevant groups they connect to. They have already been there and do what you are doing or trying to do. You will be getting great ideas and knowledge from them.

10. Maintain a productive relationship with an influencer - Once you get to know an influencer, you still need to keep a productive and proactive relationship in following them. You still need to follow what they are doing, you still need to connect and comment on their blogs or pages as they are ever evolving and changing.

11. Invite the influencers to a special event - Having similar like-minded influencers together in the same room

is genius. Whether it is a dinner party or a private networking event get the influencers there because they want to be seen and meet with other top influencers.

12. Read and review an influencer's book - When you read and write a review about an influencer's book, they will know you are serious about building a relationship with them. Your reviews must be thought provoking and sincere. So if you have to reread the book do it. You want a clear concise review that your follows will want to read the book and engage with that influencer as well.
13. Congratulate an influencer - Send a congratulatory note (perhaps even handwritten) about an award, accomplishment, speech or article the influencer has been recognized for. Recognizing an influencer for their achievements lets them see that they are inspiring others and that you are genuinely interested in them and what they are doing.
14. Write an article or blog about an influencer - When you write a positive and meaningful piece about an expert influencer who has influenced you, you are showing just how much you believe in their ideas. You are recognizing the benefit and value they are bringing to others. Share the

article or blog with the influencer so they will know what you have done.

15. Provide a free service to the influencer - Submit a fresh and innovative idea that they can really use. Maybe you see something that can be improved upon or changed to make content better or a product more user-friendly. You could send it via e-mail, but they get bombarded with many e-mails, so make sure your subject line stands out and projects that this e-mail needs to be opened, not deleted. However, a handwritten letter would really get their attention and show that you took the time to write out your thoughts.
16. Connect with an influencer's charity or social cause - If the influencer has a charity or supports other charities and social causes then you should do the same. Let them know that you want to help, donate and influence positive change.
17. Search and research an influencer - Not sure where to find an influencer? Just do a Google, Yahoo or Bing search. Making sure you know which influencers you want to know about, connect with and follow.

18. Find writers or bloggers who follow influencers -
There are people out there who constantly follow and listen to everything top influencers do. Now you can follow them to follow the influencer.

19. Refer someone to an influencer - Who doesn't want business? Sending potential customers and clients an influencer's way will let them know you respect and admire them and their products, expertise and knowledge. In the end, the favor could be returned.

20. Do a trade show to reach influencers - Set up a magnificent and engaging booth. Get the people to really want to know what you have to offer. Create the buzz that will get those industry expert influencers to want to see what all the hype is about.

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