

STEVE OLSHER
AMERICA'S REINVENTION EXPERT

17 PROVEN WAYS TO DEVELOP *REAL* RELATIONSHIPS WITH INFLUENCERS

by

STEVE OLSHER

INTRODUCTION

Have you heard of Stacy Tuschl, JJ Flizanes or Nicole Holland? How about Jordan Harbinger, JV Crum III or Michael O'Neal? If you have, then you already know that these amazing women and men, and hundreds of others just like them, are the “Oprahs”, “Larry Kings” and “Howard Sterns” of today who are able to reach thousands upon thousands of people with simply the push of a button. If you haven't, then please pay close attention to what you're about to read.

Just a few short years ago, if you wanted to reach the masses with your mission and message, you had two choices:

- Hire an expensive PR firm (at \$5,000/month or more!) and hope to land a coveted appearance on The Today Show, Good Morning America, Oprah or similar programs after passing the ‘tests’ of myriad gatekeepers.

Or,

- Buy expensive radio or television commercials, newspaper or magazine ads or spend a fortune on direct mail campaigns.

For most, these options were far too cost prohibitive. And, for those who could afford the inordinate expense, if they were LUCKY, a miniscule fraction of the people who were exposed to their message would have a meaningful interest in their teachings or offerings.

Fortunately, times have changed and, today, there are **hundreds** of ‘Oprahs’ who are CLAMORING to feature guests JUST LIKE YOU on their high-visibility platforms.

Best of all, there are no gatekeepers whose ‘tests’ you have to pass; you don’t need an expensive PR agency to ‘represent’ you; and, you don’t have to be famous, have a bestselling book or a huge following (or any following at all for that matter) to be welcomed with open arms onto their shows. Who are they you ask? They’re Influencers... and, if you haven’t received the memo yet, Influencer marketing is the fastest growing, visibility-generating medium on the face of the planet.

Fact is, a single appearance or mention on an Influencer’s high-visibility platform has the potential to ***change your life forever***... sending your sales soaring and creating MASSIVE buzz around your work.

This eBook shares 17 proven ways to not only connect with Influencers but, more importantly, develop REAL relationships that evolve into long-term business partnerships and, often, lifelong friendships.

Before diving into specifics, a word of caution. Influencers receive hundreds (if not thousands) of requests EVERYDAY to be featured on their platforms and you should refrain from contacting them until you are 100% ready to do so.

How will you know when you’re 100% ready? You’ll know if you’re ready when you can confidently answer “YES!” to four of the five questions below and, as a result, have the foundation in place required for creating sustainable relationships with Influencers.

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5 Foundational Elements For Creating Sustainable Influencer Relationships

1. Have you already been featured on at least 20 lower visibility platforms?

Let's face it, you wouldn't have wanted your first TV interview to be with Oprah (during her prime), or your first radio interview to be with Howard Stern (during his). Today's Influencers are the true icons of the New Media world and have a similar degree of power.

You have ONE shot to get it right. Mess it up and not only will you never be invited back, given that the world of Influencers is fairly tight, word will spread about your appearance and the odds of being invited onto others' platforms will be dramatically reduced.

Recommendation: Cut your teeth on platforms with significantly less reach before reaching out for the high level Influencers who are in the upper echelons of the game.

2. Have you already added value for the person you're reaching out to in a meaningful way?

Adding value, first and foremost, means giving without the expectation of reciprocation. It means that you genuinely want the beneficiary to reap measurable reward from your efforts. And, it means that you have a clear understanding of the positive outcome you envision for them as a result of the time, energy and/or resources you have invested.

Adding value takes myriad forms. See the list of **17 Proven Ways To Develop REAL Relationships With Influencers** that follows for ideas.

Recommendation: Research what the Influencer's current "currency" is and identify ways that you can help them achieve their desired objective... and then do it.

3. Do you have your own platform, or a substantial online presence, and have already connected with, featured, or had an Influencer on your platform?

When seeking to connect with Influencers, it is certainly easier to do so if you're an Influencer in your own right, have existing relationships with other Influencers and/or have a platform that rivals theirs.

Few, however, will meet one, let alone all three, of these criteria. There is, however, an easy solution. Rather than wait for someone to come to your door and 'anoint' you as being *ready* to get onto the Influencer playing field, take matters into your own hands and start embodying the character traits, and replicating the actions, of Influencers you admire.

Recommendation: Become clear on the people you are most compelled to serve (my New York Times bestselling book, *What Is Your WHAT? Discover The ONE Amazing Thing You Were Born to Do* can help you with this – [grab a FREE copy HERE](#)), launch your own platform (podcast, live stream, internet radio show, etc.), commit to your preferred social media platform and begin building your own tribe of loyal fans, followers and subscribers.

4. Have you made your presence felt in their community?

Most Influencers take the time to read the comments posted on their blog/social media posts and take notice of the re-tweets, mentions, likes, shares and other engagement activities. They are especially appreciative when one member of their community helps another by taking the time to provide thoughtful answers to questions submitted or share tools and resources they have found to be effective and can help shorten others' learning curves. The above said, there's a right way and a wrong way to engage with Influencers on their social media channels. Check out **#15** in the list that follows for helpful guidelines to do it the right way.

Recommendation: Invest time on a consistent basis to engage with the community of the Influencer you'd like to develop a relationship with, make your presence felt (without stalking or being creepy!) and freely share your knowledge and expertise.

5. Do you know this person, their interests, likes, dislikes and have a solid affinity for them?

Before reaching out for an Influencer, make sure that you have clarity on their story, belief system, dislikes, focus and how they serve their tribe. Most importantly, be sure that you actually like them. It's easy to become enamored with how much reach an Influencer has. Do not let this alter your standards or integrity. Connect only with those who you would feel comfortable bringing home to meet mom. 😊 Curious as to which Influencers you might want to connect with? Grab a **FREE** 'preview' copy of [*The Ultimate Directory of Powerful Podcasters, Big Time Bloggers & Social Media Stars HERE*](#) and get detailed information on the New Media Influencers who can make you famous with the push of a button.

Recommendation: Watch, listen to, or read a minimum of FIVE posts from the Influencers you might want to connect with before doing so.

Now that you have a clear understanding of the five foundational elements for creating sustainable relationships with Influencers, let's shift to the list of **17 Proven Ways To Develop REAL Relationships With Influencers.**

Enjoy!

Steve Olsher

Host of the #1 rated radio show/podcast, [*Reinvention Radio*](#)

Founder, *New Media Summit*, www.NewMediaSummit.net

17 PROVEN WAYS TO DEVELOP *REAL* RELATIONSHIPS WITH INFLUENCERS

1 Volunteer

Almost all of the more popular Influencers host live events. Offer to be a Volunteer and help with whatever is needed.

This is a phenomenal way for you to not only be present at the event and benefit from the education, entertainment and connections made but, also, get on the Influencers' radar and have meaningful face time with them. Influencers LOVE when people show up for their events and love those who help them even more.

2 Introduce Them To Someone Or A Resource They Need

Influencers are just like us and have people they would love to meet and resources they need. How do you know with whom they'd like to connect or a resource that can help them? Watch, listen to, or read a minimum of FIVE posts from those YOU want to connect with.

Odds are good they'll mention something they're working on or someone they want to meet. Given that there are six degrees of separation between virtually everyone who walks this planet, you may be connected to that person or have access to a helpful resource.

Make an intro to that person or connect them to a resource that can help them shorten their learning curve, streamline operations or generate revenue. They'll forever remember you if you do.

3 Promote Them To Your Tribe

It doesn't matter if you have a mailing list of 100 or 100,000; or, a social media following of 10 or 10,000,000, you can share what the Influencer is up to with YOUR community.

Sometimes, this will result in the sale of one of their products or services (if you use an [affiliate link](#), you'll get paid on that sale!). Other times, this will result in their adding another subscriber to their email list or social media following.

Regardless of the outcome, promoting the Influencer to your tribe is an act of selflessness that MAY go unnoticed... or, it may just result in their recognizing your efforts and being grateful for your taking positive action.

Whatever you choose to do, undertake that activity without the expectation of reciprocation. It's just good karma... 😊

4 Support Their Cause

Virtually every Influencer has a cause they support and want to build awareness about. Identify their cause and support it... if you believe in it too.

This can be achieved via monetary donation, attending fundraisers, becoming a member of one of the cause's committees or lending your expertise and abilities to the cause as needed. Oftentimes, the Influencer will be present at the in-person functions.

Being there will allow you to meet them in person and, over time, develop a REAL relationship that is based on supporting a cause you BOTH believe in—not on ulterior motives.

5 Refer A Client To Them

Revenue allows you to leverage the power of marketing to share your mission and message with those you're most compelled to serve. Inevitably, visibility results in the subsequent sale of products and services and the ability to invest additional funds into marketing.

This ascending spiral reflects the ideal business lifecycle. Marketing = Conversations = Sales = Additional Marketing = Additional Conversations = Additional Sales and so on. Like all business owners, Influencers require a consistent flow of revenue or they'll be out of business in short order.

Strive to maintain awareness of the products and services an Influencer offers and refer others to them where appropriate. Referring a paying client to them is a phenomenal way to catch an Influencer's attention and garner their appreciation.

6 Share Your Expertise

Influencers are especially appreciative when one member of their community helps another by taking the time to provide thoughtful answers to questions submitted or shares information on the tools and resources they have found to be effective and can help shorten others' learning curves.

When you share your expertise on their blog or social media platforms, your name and photo will be included with your responses so the Influencer will be aware of your participation.

Invest time on a consistent basis to engage with the Influencer's community, make your presence felt in a positive manner and freely share your knowledge and expertise.

7 Purchase Their Book & Write A Glowing Review

A large number of Influencers are also authors. Purchasing their book, reading it and leaving a glowing review on Amazon, goodreads, BN.com, etc. (if the book warrants it) is a proven way to land on their radar.

Most Influencers keep an eye on their book reviews and many make it a habit to respond to both positive and negative feedback. Be sure to use your real name so the Influencer can associate you with your review.

Further, by reading their book and implementing the strategies taught, you can share your experience with both them and their community... and have something to chat about when you meet them in person.

8 Rate, Review, Subscribe, Like & 'Follow' Them

Whether it's their iTunes or Stitcher podcast channel, Tumblr blog, YouTube channel, Twitter, SnapChat or Instagram account, email subscriber list and/or their Facebook fan page, invest the time to Rate, Review, Subscribe, Like and Follow them on as many of their platforms as possible.

This will allow you to stay current on their day-to-day happenings and initiatives and allow you to take appropriate action when something they're working on makes sense for you to comment on, support, invest in or attend.

9 Personal Note

Taking the time to send an Influencer a personal note and share how they have impacted your life is a powerful method for taking the first step towards shifting from simply being an 'admirer' of their work to developing a meaningful relationship with them.

Influencers LOVE receiving praise and recognition for their creations and by sharing a personal story of how their work transformed your life, you'll help to validate that their efforts are worthwhile. If you include your physical mailing or email address with your correspondence, oftentimes, they'll take a moment to respond in a thoughtful, heartfelt manner.

10 Buy An Inexpensive Training Program

Investing in an Influencer's entry-level product, program or service is a great way to shift from passive viewer to active customer without making a huge monetary commitment. This shift, however, is massive as you look to develop a real relationship with the Influencer as most keep tabs on who purchases their offerings.

For example, an Influencer recently shared that, at the end of the week, he reviews a list of that week's buyers and sends a personal note of thanks to each person. This, of course, is not the case for every Influencer but, for those who take similar action, they'll see your name and take mental note of your support.

11 Attend A Live Event

A proven way to connect with an Influencer and begin developing a real relationship is to attend one of their live events. Attending [a live event provides you with the opportunity to gain face time with the Influencer](#) and begin making a personal connection. At the event, be sure to participate however possible. Here are a few ideas:

- Go on stage to dance (if this an option)
- Ask questions from the microphone (this is a **great** way to be seen as most record the event and have a closed circuit feed that shows up on the big screen – when you do, be sure to use your name – “Hi, I’m xxx from xxx. Here’s my question...”)
- Attend the evening reception/activities (if these take place) and be sure to say hello, snap a selfie (post it and tag them!) and be visible

The above said, there's a fine line between being visible and being obnoxious. Be aware of where the line is... and, don't cross it. 😊

(We created a very unique live event where you can meet ONE-ON-ONE with 40 'Icons of Influence' who have high-visibility podcasts and, combined, reach over 30 MILLION people per month. It's called the **New Media Summit** and is being held September 22-24, 2017 in San Diego. At the event, you'll connect personally with each icon and have an opportunity to 'pitch' them on who you are, what you do,

and why you would be a good fit for their show. Best of all, you are GUARANTEED to leave with bookings in hand! Attendance is limited to just 150 people. For more information, please visit www.NewMediaSummit.net.)

12 Purchase A Higher End Training Program & Participate On Calls

Most Influencers offer higher end training programs that provide significant insight into the strategies they leverage to achieve their desired business results.

Investing in one of these programs will not only allow you to gain meaningful insight as to the specific steps you can leverage to, hopefully, replicate their actions but, more importantly, provide you with an intimate forum for connecting directly with the Influencer.

How so? The majority of higher end training programs include some degree of personal guidance from the Influencer. These training sessions typically take place on a webinar platform such as Zoom, where you, the Influencer and others in attendance will be able to share your respective webcams and ‘see’ one another.

Attending, and participating in, these sessions will provide you with valuable face time with the Influencer and, interestingly enough, only a small percentage of those who enroll will actually attend these meetings. If you attend on a consistent basis, implement the teachings and share your victories, the Influencer will absolutely take notice and may even feature you as a case study for a future release of the training.

13 Attend A Live Event & Upgrade To VIP

As stated in #11, attending a live event is one of the best strategies for connecting personally with Influencers. An even better option for developing this connection is to upgrade to VIP and take full advantage of ALL of the benefits being a VIP offers. At most events, this upgrade is a nominal investment when compared to the *overall* investment of time, energy and resources you will expend to attend, and provides an unparalleled ROI.

Why? First and foremost, upgrading typically includes meals. When you factor in the time required to find places to eat (and a table!), pay for the meals, and invite others to join you, this can really add up in terms of stress and expense.

When you upgrade to VIP and eat on site, you'll likely enjoy a phenomenal meal, sit with like-minded game changers and have an opportunity to break bread with the Influencer who, more often than not, will also be there enjoying the company and the cuisine.

VIPs also benefit from upfront seating (which allows you to be **seen** by the Influencer), early access to the room, event recordings, and much more. At the end of the day, it's an investment in yourself and your business that is worth every dime.

14 Invest In A Half or Full VIP Day

This may be the single most cost and time-effective way to develop a real relationship with an Influencer. Most Influencers offer the opportunity to invest in a half or full VIP day with them and will work ONE-ON-ONE with you to identify solutions to your current business challenges and/or lay out a game plan to achieve your desired objectives.

The session will typically take place at their home or office and often includes breakfast, lunch or dinner. Over the course of your time together, you'll have the opportunity to focus on what matters most to you and benefit from their direct guidance. During this session, they'll gain a meaningful understanding of who you are, what you believe in,

the initiatives that are most important to you, the obstacles you've had to overcome in your life and more. If you are authentically present and approach the session with an open mind and heart, anything can happen.

It's not unusual for a Half or Full VIP day to lead to being featured on their show, brought up on stage during an event and, even, becoming *real* friends who hang out simply because you like one another.

15 Engage On Social Media/Blogs

Believe it or not, most Influencers do actually read the comments posted on their social media/blog posts and take notice of the re-tweets, mentions, likes, shares and other engagement activities.

Best of all, when you engage in these activities, the Influencer sees your name AND picture because you have to be logged in to do so and both are automatically included with your response.

When you appear often enough, they'll take notice and begin both recognizing who you are and appreciating your participation.

16 Attend A Multi-Day Business Retreat

As experiential business events grow in popularity, more and more Influencers are hosting multi-day, weeklong and even multi-week retreats.

These retreats are designed to provide an intimate forum for learning business strategies directly from the Influencer, engage in fun activities, connect with fellow participants who attend from across the globe and, of course, provide an important 'escape' from the day-to-day grind of running an on or off-line business.

While the commitment of time and resources can be substantial, traveling to an exotic location or somewhere off the beaten path and spending an extended period of time with an Influencer and a select group of attendees presents a rare opportunity to develop close personal friendships, potentially lucrative business relationships and memories that will last a lifetime.

17 Enroll In An 'Inner Circle'

The 'holy grail' for developing a REAL relationship with an Influencer is to enroll in their 'inner circle' or similar offering. Often referred to as a 'mastermind' or 'mentorship program', the 'inner circle' is typically a yearlong commitment to work with the Influencer in either a mid or small group environment.

In most instances, the 'inner circle' will meet in person two to four times in a calendar year for two to three days per session; and, online as a group as often as four times per month.

Many programs also include a select number of in person Half or Full VIP days as well as ONE-ON-ONE online or phone coaching with the Influencer.

Investing a full year in a 'circle' is certainly the most cost and time intensive of all of the available options but, if developing a personal relationship with an Influencer is your ultimate goal, no other option comes close.

Of course, there are other proven strategies for developing REAL relationships with Influencers. This is, by no means, meant to be an exhaustive list that includes every possible option. That said, the aforementioned strategies work extraordinarily well and, if you implement the tactics as described, you'll reap meaningful benefit.

Should you choose, however, to shortcut the suggested process and start sending out rapid-fire emails to Influencers who you *really* want to connect with, consider yourself warned... not only will you fail to realize your desired results, you'll inevitably end up burning bridges that cannot be rebuilt.

Remember, Influencers are just like you and me. They're regular, everyday folk who have committed to their craft and stayed the course until arriving at their current destination. They want to hear from you. They need awesome guests to feature on their high-visibility platforms. And, they absolutely need content that adds significant value for their tribe.

But, there is a time and a place for everything. Step One is to re-read this eBook and choose the initial path you will traverse. Step Two is to implement one of the defined tactics... when the time is right.

I look forward to connecting and being blinded by your brilliance!

Steve Olsher

www.SteveOlsher.com



Steve Olsher (@steveolsher) is the New York Times bestselling author of *What Is Your WHAT? Discover The ONE Amazing Thing You Were Born To Do*, host of the #1 rated radio show/podcast, Reinvention Radio, Chairman & Founder of Liquor.com, and creator of the [New Media Summit](#) – a 3-day conference where attendees meet 1:1 with the world's leading influencers and secure immediate bookings on their high visibility platforms.