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## *Module 19, Lesson 2 Handout:*

### **Executing Influencer Opportunities**

There are tons of influencer opportunities out there that can benefit your brand and business, whether you consider yourself an ‘influencer’ or not. Specifically, we’re talking about a brand seeing you as the influencer, and offering you something in exchange for your promotion of their product.

This differs from partnerships because it typically isn’t viewed as mutually beneficial per se, and you aren’t asking a brand to promote you in exchange. Instead, you are considering accepting payment in the form of money, products, services, etc. for promoting their product.

Whether you have a following of 3K, 10K, 30K (or more!) marketing teams everywhere know their ROI is high for real, authentic engagement garnered from high quality, custom content that you have the power to share. This is GREAT news for you. You can do what you are already doing by sharing your passion, and build a successful aspect of your business.

Opportunities can be paid or unpaid. There are definite pros to both, as well as questions to ask yourself before agreeing to either.

#### **Unpaid**

Similar to partnerships discussed in the last handout, unpaid influencer opportunities can be sort of mutually beneficial. The difference here though, is that acting as the influencer often means doing so for a company much larger than your own brand.

#### *Benefits to you:*

1. **Social proof:** The benefit of partnering with a large, well-known brand can be largely beneficial for how your audience views you. Aside from the physical swag you may reap from this partnership, there are other benefits for you. By ensuring you’re working with a company you admire, you set yourself up to be seen in the same light by others.
2. **Reaching their audience:** They hire top ambassadors and influencers so that they can flaunt their social proof, much like you do just being associated with them! This is a benefit to you, as you are introduced to their audience and shared across their social platforms.

## Questions to ask yourself before partnering:

1. Do you want to be paid in product?
2. Will partnering with this brand elevate *your* brand?
3. Do you believe in the product?

## Paid

Paid influencer opportunities will include an exchange of money or product for your endorsement of some kind.

### *Benefits to you:*

1. **Revenue!** Leveraging your social impact to drive revenue is hugely lucrative and can be highly beneficial for the success of your offline business, too.
2. **Leverage.** Because companies are looking for engagement in lots of different ways, there are endless ways to creatively partner. Social media followers alone do not automatically equal influencer opportunities anymore. Have a super engaged office clientele, a solid newsletter list, or a regular 5.7% engagement on your posts in front of 1.5K followers? Pitch that!

## Questions to ask yourself before partnering:

1. Does the brand align with your own brand and values?
2. How much work are they asking you to do and how many hours will it take?
3. What brands will you NOT be able to work with if you work with this particular company?
4. How much money is this worth not only in terms of time, but for them to leverage your expertise, your artistic value, and for integration into your platform?