

## Module 19 Lesson 2

### Transcript

It's no secret. Trying to grow your social media following all by yourself is, well, nearly impossible unless you're a famous celebrity of course. If that's not you, then you're going to have to put in a lot of sweat equity. The good news is, building your social following can be really fun, especially when you partner with people or brands you admire who are interested in a partnership that benefits both of you.

In this lesson we're covering, How to Partner with Other People or Brands to Grow Your Following or Sell Your Services or Product, we're going to cover influencer opportunities, both seeking them out and how to respond when one approaches you, and we're also going to cover how social proof is arguably the most important selling tool you have in your sales arsenal. Let's start with partnership opportunities. We're going to dissect three different scenarios for you.

Let's dive right into Scenario One. Let's say you are a personal trainer and you're launching a four-week fitness plan. You happen to love a certain health coach on Instagram, I'm sure you probably love a bunch of them, because she's always posting plant-based meals that are great for athletes. She also happens to have a one-month meal plan in her online shop that she often promotes to her audience. This scenario is perfect for a collaboration. You ask her to promote your four-week fitness plan to her audience in an Instagram post, and maybe some stories during the week, and maybe you'll also do a live together.

This will get your product in front of her audience, and hopefully win new followers and also paying customers to your brand. In return, you agree to promote her one-month meal plan the following month once your launch is complete. This will get her in front of your audience, and hopefully net her some new followers and customers as well. It's mutually beneficial, what a collaboration should be, and it didn't cost anyone anything.

Now on to Scenario Two. Let's say you're a yoga teacher with a pretty decent Facebook following. You write a lot of content for your own blog, and you're looking to grow your audience, of course, like most of us. You're signed up to receive a newsletter from one of your favorite meditation experts who also has a decent Facebook following, and you love all the content she shares. You're right on the same page. This scenario is perfect for a content swap.

You will send her a link to one of your blog posts each week, and she will share it on her Facebook page. She'll then give you one of her links each week, and you'll share that on your

Facebook page. This strategy will help drive traffic to both of your websites, hopefully increasing your newsletter subscribers and your Facebook followers also. Again, it's mutually beneficial. It's easy to execute, it won't take a lot of time, and it didn't cost a dime.

Finally, Scenario Number Three. Let's say you're a registered dietitian with a large Pinterest following, and you love a healthy chef who has a pretty decent YouTube subscriber count. You reach out, and it turns out you're both looking to grow your email lists. This scenario is perfect for a joint giveaway. You round up a prize. I mean, it could be a bundle of your own respective products, or a donated product from a brand, like a high-speed blender, or even a gift card's fine.

Then you both share it with your respective audiences. In order to enter the giveaway, visitors must provide their email address on a landing page you create specifically for this campaign. You and your favorite chef that you love exchange all the emails collected from the entrants, growing both of your email lists and adding new customers to your audience. Yep. You guessed it. This strategy is mutually beneficial. It's a great collaboration and, again, it didn't cost anything.

There are tons and tons of ways to partner with another brand where everyone's a winner. This is one of the reasons it's so amazing to do partnerships and have great collaboration now. The time is now to be doing this. When I started out, there wasn't a way to do these types of partnerships and collaborations. The key is finding someone who has a similar size audience, so the exchange truly is fair. It's also important to set very clear expectations of everyone from the start.

That is really, really important, so you both are clear on what you're doing, and giving, and receiving. The bottom line is, partnerships bring value to your audience by exposing them to other people you admire. You're bringing your audience something, offering opportunities to win prizes as well, and sharing chances to solve some of their problem that you can't solve for them. Partnerships also help you grow faster and gain customers that you might not reach otherwise.

Now let's move on to influencer opportunities. These are situations where a brand comes to you, maybe it's already happened, and asks you to share something with your audience that benefits them in exchange for payment, which could be money or free products. There are many different ways this could play out. They could ask you to create an Instagram post holding their product, and include a mention in the caption. They could ask you to create a series of Instagram stories talking about the product. They could ask you to send a newsletter out to your audience that includes an ad or is completely dedicated to their product, and so on, and so on, and so on. Lots of ways that this could play out. A brand may present a ton of different opportunities to you.

I want to focus more on how to handle these opportunities, and what you should keep in mind. You need to be fully equipped to make the best decisions for your business without being blinded by excitement, which can often happen. It's great to be big or influential enough that brands are knocking on your door, but there are important factors you really want to consider. Here are three things you'll want to take into account. One, does the brand align with your own brand and values? This is the number one thing you need to consider before anything else.

Over the years I've been offered opportunities that would have been very lucrative, but they were a hard no for me. No matter the sum of money, I would never promote a product that contained harmful ingredients I normally caution people against using. It's not always easy to say no when there's a large sum of money attached, but this is where you have to stand by your morals, ethics, and your brand values, and remember you may do more damage to your brand, losing more money in the long-term, than you accepted for the one campaign.

Number Two, how much are you worth? People ask me this question all the time. What should I charge for an Instagram post, a dedicated newsletter, a custom recipe? The short answer I have is, whatever you think you're worth. There isn't a one-size fits all answer here. Since there are so many factors that go into determining your rates. For example, how many followers do you have? How engaged are they? How big is your list? What industry are you in? How big is the brand that is approaching you? How much work are they asking you to do, and how many hours is that going to take you? How much are they asking you to do, and how many hours of your time will that take you? What brands will you not be able to work with if you work with this particular company? All of these questions should factor into your price.

It's also important to know that most companies that are hiring influencers are using software that shows them all sorts of data on you. They can see your followers. If you bought any, or if they are all authentic. If any bots are following you instead of actual humans. How engaged your audience is with you, and so much more so. Just know that when they come to you there's a good chance they've already sized you up against other influencers and are hopefully offering a competitive price for what they can afford, or for what they know another influencer will accept. Only you can decide if it's right for you, or if it should be a pass. Don't be afraid to pass on things.

Number Three, do you want to be paid in product or exposure? People often think they're being used when they aren't offered cold hard cash for an influencer opportunity. After all, could you pay your rent in product or exposure? Ah no, not so much. However, only you can decide if you really do want the new toaster oven, those workout pants, or whatever they're offering you. But don't be afraid to say no. Don't be afraid to pass if you feel you're being slighted. You can't just

constantly share sponsored posts or you'll lose credibility with your audience that you've worked so hard for, and you'll lose credibility with other advertisers, so you need to make the ones you do post really count. Meaning, you need to believe in the product and feel fairly compensated for the job. Remember, it's a job. This is a business.

When it comes to influencer opportunities, you can also choose which brands and influencers to approach yourself. You can vet potential candidates by taking a look at your followers and favorite brands. There are also a ton of software services out there that can help you choose from vetted creators who love your brand already. When you approach an influencer, it's important to follow the same basic guidelines as you do when an influencer or brand comes to you. Don't approach a brand that isn't aligned with your core values, and make sure you have a budget to fairly compensate them for their work. Some influencers would be glad to do a social sharing exchange, for example, but others may charge an advertising fee. We've covered how to get exposure on other people's social media to grow your audience, and we covered how to use your social media audience to earn money or products from other brands.

The last thing I want to teach you in this lesson is how to leverage arguably the most powerful tool in your social kit, social proof. What's social proof? It's basically a phrase that explains pack mentality. If everyone's doing it, it must be right, and so everyone does it. If that celebrity's wearing it, it must be fashionable, and so everyone covets it. If that restaurant is packed, it must be the best, and so everyone goes there. You can use social proof for your own business too. By simply showcasing people who have used your product, believe in your method, or have somehow been positively impacted by who you are, what you do, or what you sell, you can persuade others to follow their lead and follow you, or buy from you.

Remember, you should feel like people are missing out on something good for them if they don't buy from you. You have something so valuable to offer. Social proof is a video testimonial of someone talking about how you helped them finally lose weight after they tried everything under the sun. It's a written quote from a happy customer who would recommend you to anyone needing prenatal nutrition counseling. It's a pop-up on your site that appears when Emily from Oklahoma and Christopher from Los Angeles just purchased your ebook. It's a review of your book on Amazon from someone whose life was changed after reading it. It's a photo of someone wearing your product and feeling great in it.

Social proof is arguably the single most impactful, persuasive, and effective tool you have in your marketing toolbox, and you should constantly be looking for ways to use your social proof as often and in as many places as possible. We covered why you should be thinking strategically about

partnering with other brands on all your channels as a means to grow your audience. We talked about influencer opportunities, and some of the considerations you'll need to take into account when offered a deal or when offering one yourself. Finally, we covered why social proof is so powerful, and why you should seek it out and spread it as far as you can every chance you get. I can't wait to see you grow your audience. I'll see you in the next lesson.