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*Presents*

# **Niche Influencer Profits:** **How to get a Flood of Free Traffic** **and Instantly Boost Credibility**

**SESSION #2**







**Niche Influencer Profits:  
How to get a Flood of Free Traffic  
and Instantly Boost Credibility**



**Table of Contents**

Introduction	pg. 1
Who Does This Work For?	pg. 3
The Law of Reciprocity	pg. 4
Niche Celebrities: Who Are They & Where Can You Find Them?	pg. 5
What Influencers Have in Common	pg. 7
So Where Do You Find These People?	pg. 8
Getting VIP Access to Influencers	pg. 10
An Alternative Approach to Finding Influencers	pg. 12
How to Make Contact	pg. 14
The Email Template	pg. 15
Why it Works	pg. 16
The Interview	pg. 18
Repurposing Your Content: How to Get the Most Out of the Interview	pg. 20
Distributing Your Content	pg. 21
Follow Up Email Template	pg. 23



# Introduction

When the internet came into prominence in the early to mid 2000s -- and most importantly, when social media and “web 2.0” became a thing -- something important happened.

Suddenly, just about anyone could establish themselves as a DIY celebrity.

They could do this purely through the internet, without needing to go through the traditional media gatekeepers that used to stand between a person and stardom.

That’s not to say these people are necessarily in the same league as, say, Kim Kardashian or Brad Pitt.

But the internet, and social media, have long since created a new kind of DIY micro-celebrity.

Way back in the 2000s, when Myspace was on the rise and reality TV was all the rage, sociologist Graeme Turner dubbed this phenomenon the “demotic turn” in the world of celebrity.

Ordinary people could become famous.

It may have started almost 20 years ago, but today, it’s showing no signs of slowing down.

Some of these internet celebs are popular on social media, simply for being pretty or fashionable.

This dates back to the ancient days of Myspace scene queens like Audrey Kitching and Kiki Kannibal, but these days, it’s mostly something you see on Instagram.

And it’s *huge*.

Others are authors or niche bloggers.

They’ve established themselves as experts in their particular area of expertise, which could be fitness, a hobby, or just about anything else.

Some are active mainly on social media, like the hundreds of Instagram beauty, fashion, and fitness influencers with tens or hundreds of thousands of followers.

Others run an affiliate site, sell eBooks on Amazon, or use other means to create a personal brand for themselves and use their unique expertise and considerable charisma to make a profit online.

These kinds of people are known as “influencers.”

If you’re into digital marketing, you’ve probably heard about the recent popularity of “influencer marketing.”

You've probably also noticed some of your favorite Instagrammers and Youtubers promoting products that make sense for their niche.

These "DIY micro-celebrities," as they've been called in the academic literature -- yes, there are actual published academic sociology and media studies papers, and even whole textbooks, about this sort of thing! -- are a gold mine for smart solopreneurs.

A shout-out from someone with thousands and thousands of fans and followers could do wonders for your brand.

And that's what we're talking about today.

## Video Training Goes Hand-in-Hand with This Workbook

You'll find your video training that goes along with this guide at:

<http://www.jobcrusher.com/influencer>

It's important that you follow along with the video seminar as you complete the lessons in this workbook. The two go together and combined will get you the best results.

**IMPORTANT:** While we realize it's common sense, it's important to know that the results we share with you are not average or typical. We're sharing extraordinary results because it's important to showcase what's possible, but in no way should that be considered a promise of similar results. Your results may vary.

## Who Does This Work For?

Getting a shout out from a known niche influencer can work for all kinds of businesses, including affiliate niche sites, ecommerce, and more.

You can find these influencers in just about any niche, even the most obscure. Whether they're Instagram models or bestselling authors, these respected and charismatic figures can help you connect with a whole new audience.

Here are just a few of the kinds of businesses and entrepreneurs who can benefit from this approach:

- Bloggers
- Ebook authors
- Infoproducts
- Physical products
- Coaches
- Youtubers
- Instagrammers
- Brick and mortar businesses
- Affiliate marketers

It's actually harder to think of a kind of business that wouldn't get a lot out of recognition from the right influencer with the right audience.

As you can imagine, targeting is important. If you run a Shopify store selling gardening products, a shout-out from a fitness Instagrammer focused on powerlifting isn't really going to do much for you.

But a good word from a bestselling organic gardening author could be huge -- not just for you, but sometimes for them as well.

# The Law of Reciprocity

The law of reciprocity is a concept in social psychology.

It's defined as a social rule that dictates that people should repay, in kind, what another person has provided for them.

Basically, people feel an implicit obligation to repay favors, gifts, and invitations in the future.

If you help a friend move into their new apartment, there's an unspoken agreement that next time you move yourself, they'll give you a hand with it.

The law of reciprocity sets up continuing relationships and ongoing exchanges with niche influencers.

So, the first thing you're going to want to do is to give *them* a shout out. Don't worry if your following is only a fraction of theirs.

Due to the law of reciprocity, you're laying the foundation for a future full of free, targeted traffic.

The key to making this work is the **feed their ego**.

Making someone *feel* influential and important is one of the best ways to get their attention.

# The Basic Process

Here's the basic process we'll be using to drive traffic through influencers.

1. Research and identify niche celebrities.
2. Make initial contact.
3. Conduct an interview with them.
4. Spread the word.
5. Follow up with the celebrity.
6. Enjoy tons of free, targeted traffic in an ongoing "snowball effect."

# Niche Celebrities: Who Are They, And Where Can You Find Them?

The first step is to find relevant public figures you can interview. As I've mentioned, these aren't people on the level of someone like Kim Kardashian or Brad Pitt.

Their audiences aren't as big, but they're highly targeted and, in many cases, very dedicated. The thing with online niche influencers is that their audiences tend to feel a strong connection with them.

That's true with traditional mainstream celebrities as well -- it's called a "[parasocial relationship](#)," and it's a big part of why people devour celebrity news with such voracity.

But most online niche influencers come across as a lot more accessible than a pop diva or a movie star, and that makes it even easier for their fans to connect with them.

They may have an audience measured in thousands, not millions, but those thousands look up to them and trust them.

So you're looking for people with a relatively large following and an intimate understanding of your niche. Here are some examples of the kinds of people you're looking for.

- **Niche book authors**
- **Bloggers and website owners**
- **Social asset owners (popular Instagram accounts, Facebook groups and pages, etc.)**
- **Authors of popular articles on third party sites like Medium and LinkedIn Pulse**

In many cases, these roles overlap significantly. For example, a bestselling book author may also have a blog, a sizeable social media following, and a newsletter.

We'll call those people "super celebrities." An example is Pamela Crawford.





She's a successful niche author who literally "wrote the book" on organic gardening. She's a big name in that niche, with her own website, blog, and social media profiles.

Another example is Dave Canterbury in the survival market:



## What Influencers Have in Common:

- **They're viewed as authorities within their niche.**

Their audiences trust their advice.

- **They know a lot about the niche subject.**

They're heavily immersed in whatever niche they're involved in.

- **They're passionate.**

They're driven by a genuine love of what they're writing about.

- **They have a keen understanding of their niche's audience demographics.**

This one's important. They have a good handle on exactly what kind of people make up their audience, and that knowledge is something they can share with you.

- **They have influence.**

Popular bloggers, social media users, and authors have cultivated a lot of influence over their audience. They're in a great position to persuade people to check out your products or services. Again, people trust them.

These people are thought leaders and tastemakers among exactly the kind of people you're trying to target.

Because of that, it's worth taking the time to cultivate a strong professional relationship with them.

## So where do you find these people?

If you're relatively new to your chosen niche, you might not know offhand who the top authorities are.

So, the first step is to find the influencers you want to connect with. This part is actually pretty easy -- after all, they wouldn't be celebrities if they didn't promote themselves. They get plenty of traffic and attention for themselves, and part of that involves making it as easy as possible for people to find them.

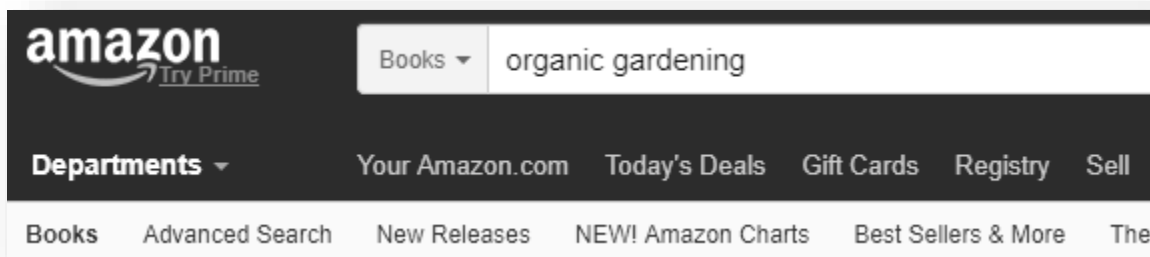
**First, you're going to make a very basic spreadsheet to keep track of what you find.**

	A	B	C	D	E	F	G	H	I	J	K	L
1	Name/Company	Website URL	Traffic	Contact Form	Email	Phone	Author? (y/n)	Newsletter URL	Facebook	Twitter	Instagram	Other(s)
2												
3												
4												
5												

**Then, we're actually *not* going to start with a Google search.**

"Google it" is most people's first response when they need to find something. Although it's possible a few smart Google searches could bring up what you're looking for, it's actually not the best place to look for key influencers.

**Instead, we're going to start with Amazon.**



Remember, not all traffic comes through Google's search engine. In fact, a lot of searches -- especially those with commercial intent -- are conducted on Amazon instead.

When people want to buy something, they usually go straight to Amazon first.

Because Amazon is basically the world's biggest marketplace for eBooks, it's a great place to start scouting out popular authors in your niche.

You'll want to try a few searches related to your niche. For example, if you're in the organic gardening niche, you could also search for "sister niches" like landscaping and container gardening.

Take a look at the authors of the most popular, well-rated books that come up. Chances are, they've writing other books within the same niche, too. They may also have websites, blogs, and a social media presence.

**You should be able to find Author Pages for the people who wrote the books.**



If the author has a website, you should be able to find its URL there. You'll also find a column that says, "Customers Also Bought Items By...", which you can use to find other relevant authors in your niche.

For each author, fill in as much info as you can in the spreadsheet.

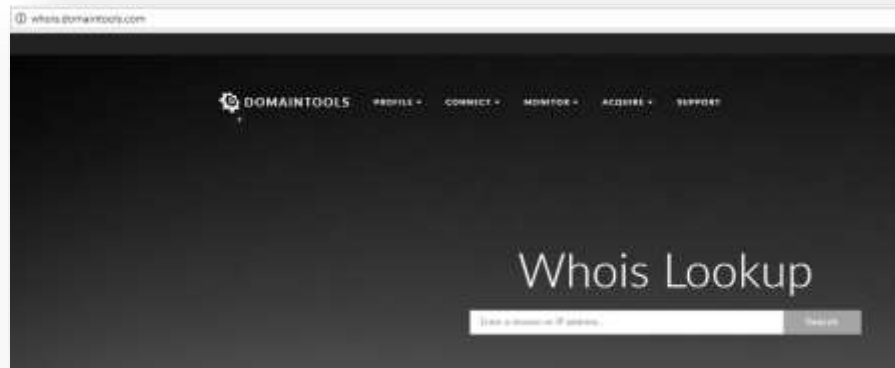
One of the most important pieces of information is their contact info.

**Don't just use their generic contact email. For this, we want the "VIP" option, to make sure we can get their attention.**

You don't want to end up lost in a sea of fan mail. You want to make sure they see your message.

**This is where 'Whois' comes in.** (whois.domaintools.com)

## Getting VIP Access to Influencers



Whois lets you search for the name and contact info of the person who owns a domain. This doesn't work 100% of the time, because it's possible to opt to hide your Whois info.

But a lot of the time, you can find a name, email, and even phone number by searching the influencer's domain on Whois. You may even find their home address.

If you can't find the information, go to [whois.icann.en](https://whois.icann.en), and you may be able to find it there.



If you send an email to their "real" email address -- the one registered on Whois -- you're far more likely to get a response than if you email "info@influencerswebsite.com."

**Once you have contact info, it's time to fill in the "traffic stats" column on the spreadsheet.**

You can get this information with a free plugin called SimilarWeb.

Unfortunately, for sites that don't have much traffic, SimilarWeb won't pull up much useful information. You'll see "Not Enough Information" if the site has under 5,000 visits.

But most of the time, you'll be able to see total visits, bounce rates, pages per visit, and key traffic sources.

You can also look at the Referring and Destination Sites to find more influencers in the same niche. This shows you who's linking to this person's website, as well as what sites they link out to the most.

**By repeating this process for numerous key niche influencers, you can build a sizeable list and maximize your chances of hearing back from at least one celebrity.**

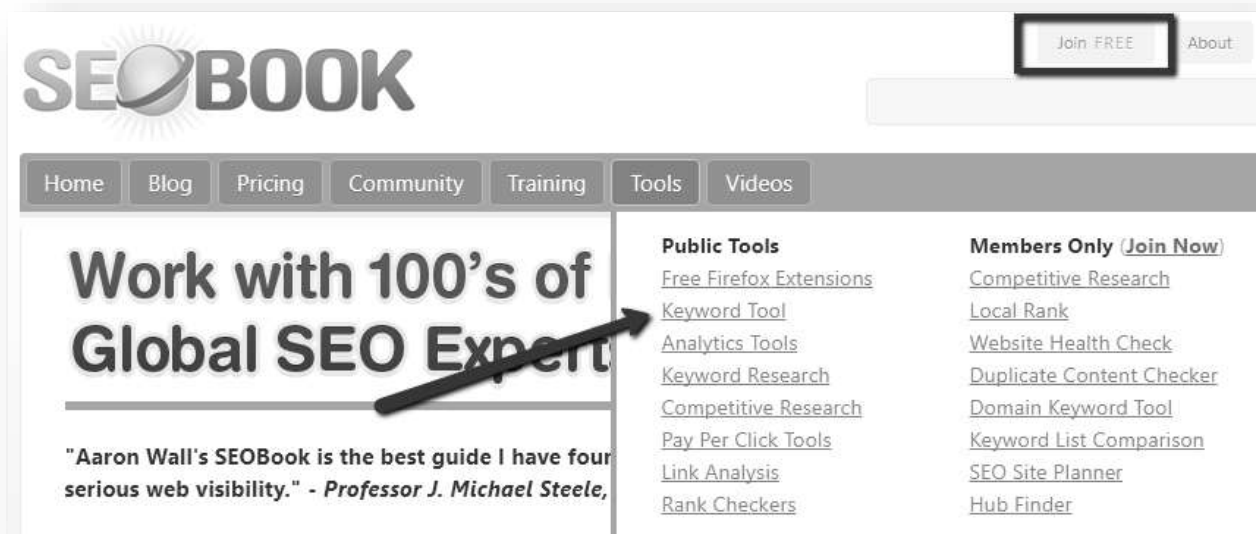
In an hour or so, you could easily find up to 50 names.



## An Alternative Approach to Finding Influencers

There's also another, secondary approach you can also use to uncover even more influencers.

It's true that Google does account for a ton of the web's traffic. To use Google's data to find influencers, you can use a tool called the **SEOBook Keyword Tool**.



The SEOBook Keyword Tool, created by blogger and SEO expert Aaron Wall, is a fantastic, fully featured keyword research tool that's 100% free.

It gives data similar to what you'd get from pro-level paid tools that cost hundreds of dollars a month, and it's a lot more thorough than Google's free Keyword Explorer tool.

To use it, you'll need to make an account, which is completely free.

Enter a niche-relevant keyword into the Keyword Tool, and you'll find a ton of related keywords.

This tells you what people are searching for -- as well as what niche celebrities are optimizing for with their website's SEO.

**Try The Coolest Keyword Research Tool Today!**

Enter your keyword. Results may take 10 to 15 seconds to display.

bug out bag ☐ fuzzy match ☐ G Trends ☐ More

Keyword	Monthly Searches	Daily Searches	Google	Bing + Yahoo!	CPC	Monthly Value
bug out bag	39,720	1,324	1,103 US UK	221 B / Y!	\$0.64	\$21,184
bug out bag list	14,520	484	403 US UK	81 B / Y!	\$0.72	\$8,712
bug out bag checklist	4,120	144	120 US UK	24 B / Y!	\$1.25	\$4,500
bug out bag essentials	2,880	96	80 US UK	16 B / Y!	\$0.71	\$1,704
bug out bag contents	2,880	96	80 US UK	16 B / Y!	\$0.57	\$1,368
best bug out bag	1,920	64	53 US UK	11 B / Y!	\$0.81	\$1,296
bug out bag for sale	864	29	24 US UK	5 B / Y!	\$0.72	\$518
what to put in a bug out bag	708	24	20 US UK	4 B / Y!	\$0.73	\$431
ultimate bug out bag	576	19	16 US UK	3 B / Y!	\$0.87	\$418
what is a bug out bag	468	16	13 US UK	3 B / Y!	\$0.59	\$230
bug out bag supplies	468	16	13 US UK	3 B / Y!	\$0.7	\$273
bug out bag contents list	384	13	11 US UK	2 B / Y!	\$0.62	\$198
how to make a bug out bag	384	13	11 US UK	2 B / Y!	\$0.93	\$298

For each keyword, you can then do a basic Google search and find more candidates.

**The more popular a search term is, the further back you'll want to look in the Google results.**

Influencers and celebrities run the gamut from household names, to niche bloggers with a small but loyal following.

If your niche is interior design, it's probably safe to say you're not going to score a shout-out from Martha Stewart.

In large, popular niches with a lot of mainstream appeal, you may need to do a little digging to find influencers on the right scale for your business.

Obviously, you want to find people that are popular, but there may very well be relevant celebrities who are "out of your league."

Between this method and the Amazon method, you may very well find literally *hundreds* of influencers, especially for large or popular niches.

## How to Make Contact

Now, it's time to actually make contact.

It's possible that not every influencer you reach out to will respond. But remember, you have a bunch of these people on your list now, probably at least 15 or 20.

The more you have, the higher the chance that at least one of them will respond to you.

For some of these people, you may have a personal phone number. But overall, the best way to contact them is by email -- preferably a personal email, not a general "[info@domain.com](mailto:info@domain.com)" email they give out to the general public.

The reason is that with email, you can employ a proven template format that's easy to send out en masse to a bunch of people at once. To the recipient, it won't be obvious that it's a pre-fab template, and it's designed to feel personalized.

### Use Yesware to Verify That They Read Your Email



Yesware is a program that lets you see whether someone has opened your email or not. It hooks up with your Gmail account, and at just \$12/month, it's very affordable.

I strongly recommend using this program. Before you start sending out emails, go ahead and sign up.

# The Email Template

Here's the template I use to contact niche celebrities. It's worked time and time again.

Subject: Interview request

Message Body:

Hi [person's name], (if they are a doctor or hold a PhD, I generally address them as "Dr. [Last Name])

I am writing to let you know that I enjoyed your book/blog/paper/whatever, [book/blog/paper/whatever title] and consider it to be an outstanding resource for the field of [niche].

Of particular interest to me was your [chapter, blog post, section] on [some specific sub-topic the author seems to be particularly passionate about].

Would you be willing to participate in an interview? Your expertise and passion for [niche] is something that my audience would love.

[Conclude email message with specifics of interview; i.e. whether you'll be sending written questions over in a follow-up email for him/her to answer that way, or if you want to set up a recorded phone interview]

As you can see, it has several fields you can fill in differently for each person.

You'll notice that I make a reference to something *specific* that they wrote or said -- this adds a lot of credibility to your message.

Short and impactful, this message offers the influencer an interview -- either over the phone, or via email.

## Why It Works

So why does this template work so well? Let's start with the subject line: Interview Request.

It's specific and to-the-point, but it's designed to pique their curiosity and compel them to click and read the email.

Offering an interview is extraordinarily effective. One thing that really, really benefits these influencers is publicity.

**You're offering them access to a whole new audience.** That's really useful for them. For that reason, this strategy almost always works.

Don't just ask them which format -- phone or email -- works best for them. Most of the time, they'll agree to whatever you suggest.

Remember, this interview benefits *them*, not just you. Here's what a finished email looks like:

Hi Mr. Grassguy,

I am writing to let you know that I enjoyed your book, 101 Ways to Mulch For a Happier, Green Lawn and consider it to be a outstanding resource for the field of home lawn care and particularly, composting methods.

Of particular interest to me was your chapter on utilizing the beneficial chemical properties of used cat litter to speed up the mulching process.

Would you be willing to participate in an interview? Your expertise and passion for mulching is something that my audience would love.

If your schedule permits, I would like to schedule a recorded Skype interview with you for Thursday, June 9 some time in the early afternoon. The entire process would take less than an hour from start to finish and I am certain it will be very well-received by my lawn care enthusiast audience. If access to Skype is an issue, we could conduct the interview by phone instead.

I can be reached at 555-555-1234 between the hours of 9am and 5pm or if you would like me to contact you, simply respond to this message with your phone number and a good time to contact you.

Thank you,

**If you don't hear back within a couple of days, try following up with a phone call.**

## What If I Don't Hear Back?

If the person never gets back to you, don't worry about it.

If they're not interested, they're not interested. You can't land every single one.

Just move on to the next person on your list. By this point, you should have a whole bunch of them.

Don't worry too much if one specific person doesn't reply. This whole process is quick and easy enough that you can feasibly send out over 25 messages a week.

### **Don't take rejections personally.**

You never know what's going on in these people's lives.

Maybe they're just too busy, or they've got things going on with their family or their social life.

Sometimes, even if you don't hear back from them within a week and you move on, you'll eventually get a reply weeks or months later.



# The Interview

Honestly, finding influencers and making content is at least 90% of the work here. The interview itself is a pretty simple undertaking.

Here are a few tips to help you get the most out of each interview.

- **Have questions prepared beforehand.**

Don't try to make up questions on the fly. Go ahead and put them together before the actual interview. You can't rely on a basic conversation to automatically produce an in-depth interview that you can publish. You need a basic structure in place.

- **Create specific questions for each person you interview.**

Don't rely on generic, one-size-fits-all interview questions. However, here are a few examples that can be sprinkled in for just about any situation:

*"How does it feel to know that you are helping to shape the [niche] industry in a positive way?"*

*"Where does your inspiration to be innovative come from?"*

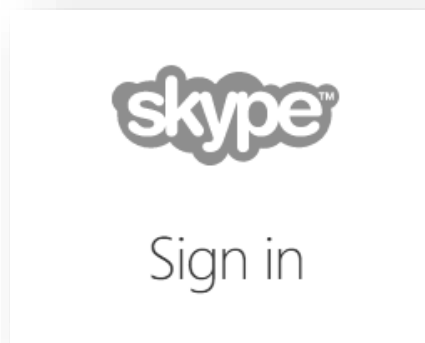
(likely used near the end): *"What can your audience expect next from you?"*

- **Shoot for a recorded video interview whenever possible.**

This is the best option overall. An audio-only Skype interview is second best (it can also be turned into a video).

If neither of these are possible, getting 20-25 questions answered via email is better than nothing.

## Video Recording Options



OR

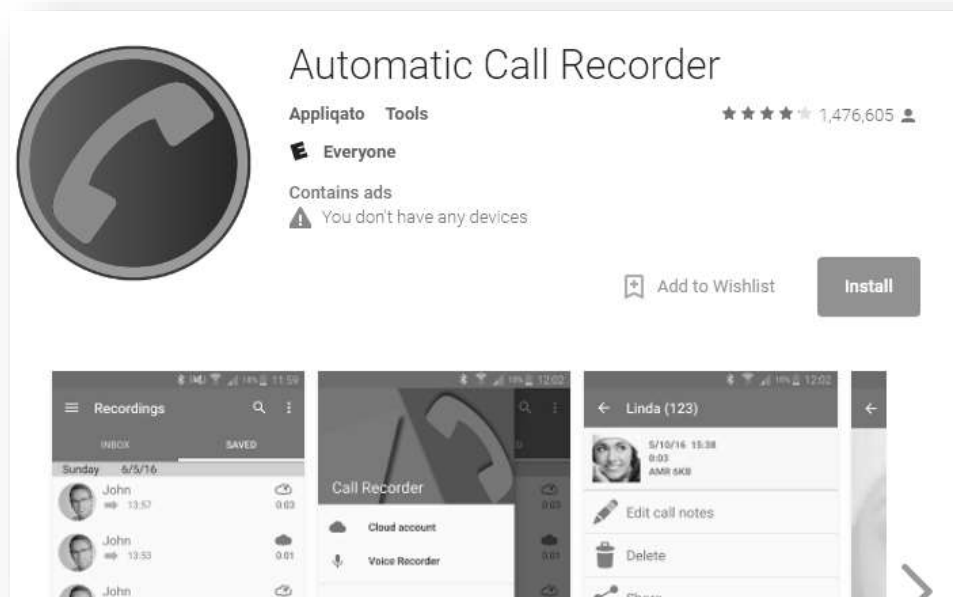
- Skype Recorder for Mac, available for \$29.95 with a free trial.
- For PC, you can use Pamela for Skype. (\$30 a month, with a free trial available as well)

# Audio Recording Options

For iPhone:



For Android:



# Repurposing Your Content: How to Get the Most Out Of The Interview

So now you've got a full interview with at least one niche celebrity. That interview is something you can repurpose several times into different media formats.

If you have a video or audio recording, the first thing you can do is get it transcribed into a written format.

For this, you can use a service called Rev.com. They hire freelance transcriptionists, to whom they assign various jobs. It's a quick, cost-effective way to turn a recording into text.

There are also other similar services, as well as individual freelancers you can find on services like Upwork and Fiverr.

The video itself can be uploaded to your brand's **YouTube channel**. From there, you can share it via social media and embed it in a blog post on your site.

If you have audio, but no video, just find a quality photo of the influencer, their site logo, or something else that's relevant. You can use that image in the video, so you can share the audio on YouTube.



You can also add your own introduction and conclusion to the video or audio recording, if you'd like.

**The audio from this can also be distributed as a podcast.**

So we've already got three separate pieces of content out of one interview:

1. A YouTube video
2. A podcast
3. And a blog post featuring the transcription.

This lays the foundation for the “snowball effect.” **This is where it gets shared.**

## Distributing Your Content

1. Feature links to the video and/or blog post on your social media profiles. Twitter is great for this, as is Facebook. You can even share it on Pinterest and Instagram.

This helps you get the word out to as many people as possible. Use relevant hashtags to help extend the post’s reach beyond your own follower base.

2. A few days after you link the blog post version, share links to the YouTube video.

3. A couple days after that, share the video on Facebook.

**Along with sharing the video on your own social media assets, you can also share it to relevant subreddit communities on Reddit.**

You can share on the generic catch-all subreddit, */r/videos*, but it’s often even *more* effective to post on smaller, relevant niche subreddits.

For example, if you’re in the weight loss niche and your interview revolves around the keto diet, you can post to */r/loseit* and */r/keto*.

With Reddit, you absolutely *must* research and understand a community before you post there. Posting on a community you’re not familiar with is kind of like barging into someone’s club meeting and trying to give a presentation.

Make sure you read each subreddit’s “sidebar,” where you’ll find their rules and posting guidelines. Some subreddits, especially the larger ones with heavier moderation, may also have an external wiki with details about their community rules.

You also need to understand things like what kind of content goes over well in a particular subreddit, what kind of headlines work well, and what kind of general tone and vibe the community has overall.

For example, some communities allow both link posts and “self-posts” -- which revolve around text, though they may have video or images embedded -- but images and video links don’t tend to be particularly well-received.

For example, while */r/entrepreneur* does allow link posts, you’ll notice that the vast majority of successful posts are text-based and revolve around analysis and discussion in the comments. You can link a video there, sure, but it won’t get as much attention as if you created a write-up, then embedded the video in a self post.

These are *communities*, many of them very close-knit. You don’t want to come across as a spammer by being tone-deaf to implicit norms within the community.

**If a post performs well on Reddit, you can end up getting *tons* of targeted traffic from it.**

You can't just drop off a video link and be done with it. You need to take the time to participate and understand the community where you're posting.

But when used correctly, Reddit is a very powerful tool.

So now, you've gotten some exposure for your interview. You'll have had an initial surge of traffic, but eventually, it's going to taper off.

Once that happens and some time has passed, you can reach out to the niche celebrity again.

**This is where that Law of Reciprocity comes in.**

You've done them a huge favor by getting them more exposure, publicity, and traffic.

So, they'll probably be willing to return that favor by doing the same for you. You've built rapport with them now.

**You've created a mutual, synergistic relationship where you and the influencer help one another out by collaborating and sharing your respective audiences.**

## Here's an Effective Follow-Up Email Template on the Next Page

Notice right off the bat, we're letting them know that you've gotten tons of positive response to the interview. On their end of things, they've probably noticed an upwelling in traffic because of this.

You can now politely ask them to return the favor. You don't have to feel shy about it or beat around the bush. You've done a ton of work to help this person out.

**You've Benefitted the Influencer As Well As Yourself. That's Why This Method Works So Well.**

It's true that you may run into a few people who don't help you out after you've created and promoted the interview content.

But most of them will. You've built a strong, mutually beneficial professional relationship with them, one that will benefit both of you well into the future.

And remember, you probably have dozens of niche celebrities on your list. Doing this with just 10 people gives you 10 pieces of evergreen content that you can present in multiple media formats.

**You've built authority for yourself, as well as for the influencer you interviewed. You will both enjoy the benefits of more great content, tons of incoming links that are great for SEO, new social media followers, and more.**

## Here's an Effective Follow-Up Email Template

**Subject:** Your interview is doing really well!

**Message Body:**

Hi [celebrity's name],

Your interview we recorded has been very well received both on our blog and across social media.

You can check out the interview here [blog post]

As well as publishing it on our blog, I also uploaded the clip to YouTube and Facebook for more exposure. The YouTube clip has gotten xxx views and the Facebook clip has gotten xxx views so far. As you can see from the comments, people are really liking it.

YouTube clip: [link to video link on YouTube]

Facebook clip: [link to video link on Facebook]

I linked the interview on Reddit.com as well.

As of today, it has x,xxx upvotes and xxx comments. You can see the discussion here: [Reddit submission link]

Let's make the interview really pop by sharing it with your audience as well. Just share the blog post link along with a short blurb on what we talked about on your blog and across your social accounts so they can see it as well.

Just simply use this link to send them the interview: [blog post link]

Thanks again for taking the time to do the interview. I'm looking forward to how much attention and exposure it gets!