

Fundamentals of Influencer Marketing

10 Point Checklist

Neal Schaffer

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Influencer marketing is not just about Instagram and having a million followers. It's really about collaborating with other people for a variety of marketing objectives.”

NEAL SCHAFFER

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Build influence among my peers. Gaining more impact in the field or niche I'm in, will help make me more trusted, respected, and appreciated.
- Collaborate with others on working towards achieving a common goal. Engage with my team and utilize everyone's skills to finish tasks more efficiently.
- Nurture my relationships. This is a crucial foundation for both intellectual and social growth. Great relationships foster rapport, trust, and friendship.
- Get myself out there. Don't be the best-kept secret. Reach out to different media outlets like TV, podcasts, speaking gigs, etc. so I can share my story.
- Create my own podcast. Hosting a show can help me connect with more people and invite guests who can shed more light on topics I'm interested in.
- Do my research so I can reach out to the right people. Don't just absent-mindedly send an email template to everyone on my list. Make sure my hellos, offers, and notes feel authentic and well thought out.
- Pitch my work smartly. Develop marketing and business strategies that will position myself on the map as a thought leader.
- Protect my brand. Ensure everything I do is relevant to who I am. Everything from my messaging down to the colors I pick should represent me.
- Be authentic and be a light to others. Always give value to my followers and make sure I am honest with them every step of the way.
- Grab a copy of Neal Schaffer's latest book, [The Age of Influence: The Power of Influencers to Elevate Your Brand](#).