



BUSINESSPRENEUR ELEMENT #13: SPHERE OF INFLUENCE ELEMENT (Part 2)

Becoming An Influencer

1. Start by Becoming an Influencer in a Niche Field.

Most great influencers start as a **micro influencer**, a person on social media with roughly **10,000-50,000 followers**. In a pinch, think of them as having a larger following than your average person, but less than a celebrity or established influencer. This is great because it allows you to start building a dedicated following and see what type of content works for you on a smaller scale.

With this said, though, even if you have a decent size following, you want to always establish credibility with the audience. Micro influencers can extend powerful word of mouth to small groups. As you start out as a micro influencer, you'll develop expertise in your niche. They don't have the followings of a Kardashians, but they're more affordable and can still reach enough people to make a difference in product sales.

- Start as the expert among your friends and peers.
- Work toward being the expert in your city and state.
- Then become an influencer from there.

2. Create a Content Strategy

Once you have a niche, it's time to build your **content strategy**. Content strategy can be a vague concept, but for the purposes of this assignment, we mean things like publishing cadence, tone and voice of the author, and content elements (text, graphs, etc.).

Even the Content Marketing Institute concedes there is no template for this, because every person and brand's needs and goals are different. The Usability.gov website has a [handy chart to get started](#).

Content-oriented Components	People-oriented Components
<p>Identify Goals and Substance: focuses on what content is required to successfully execute your core strategy. It includes characteristics such as messaging architecture, intended audience(s), and voice and tone.</p>	<p>Outline the Roles and Workflow: focuses on how people manage and maintain content on a daily basis, including the roles, tasks, and tools required throughout the content lifecycle.</p>
<p>Determine Structure: focuses on how content is prioritized, organized, and accessed. Focuses on the content itself, including mapping messages to content, content bridging, and creating detailed page tables.</p>	<p>Identify Policies and Standards: focuses on the policies, standards, and guidelines that apply to content and its lifecycle, as well as how an organization will sustain and evolve its content strategy.</p>



Everyone’s business is different in what they sell, how long they’ve been in business and who their target market is. The following framework is to help you find out who your ideal customer is and why they fit or don’t fit your business in order to find your niche.

<p>Step 1: Finding your “who”</p> <p>List just the names (only) of the clients (past and current) and projects that you enjoyed working with.</p> <ul style="list-style-type: none"> • How impactful the project is to their business? • Your interest in the industry. • How much you would want to do more like it? • What about the people that you worked with on the project: did you enjoy working with them? 	<p>Step 2: Finding your “who not”</p> <p>List just the names (only) of the clients and projects that you DID NOT enjoy working with.</p> <ul style="list-style-type: none"> • Why the project wasn’t as successful as it could have been? • Why was it not enjoyable to work with these clients? • How did you feel when you worked on the project? • How did you feel when you spoke with the clients?
<p>Step 3: Finding your “why”</p> <p>List out all the common elements, the reasons why you chose the clients and projects in the quadrant directly above.</p> <p>Write down in bullet list form:</p> <ul style="list-style-type: none"> • Characteristics • Feelings • Importance • Industry • Profitability • Difficulty • Technology • Location <p>Is there anything that you see as being a common thread between all of the projects?</p>	<p>Step 4: Finding your “why not”</p> <p>List out all the common elements and reasons why you choose the clients and projects in the above quadrant.</p> <p>Just like the last step, write down in bullet list form:</p> <ul style="list-style-type: none"> • Characteristics • Feelings • Importance • Industry • Profitability • Difficulty • Technology • Location <p>What are all the things that are common between them?</p>



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Use the framework below to complete your answers. You can use sticky notes if you have to until you are certain about your answers.

Step 1: Finding your "who"

List just the names (only) of the clients (past and current) and projects that you enjoyed working with.

Step 2: Finding your "who not"

List just the names (only) of the clients and projects that you **DID NOT** enjoy working with.

Step 3: Finding your "why"

List out all the common elements, the reasons why you chose the clients and projects in the quadrant directly above.

Step 4: Finding your "why not"

List out all the common elements and reasons why you choose the clients and projects in the above quadrant.





Step 5: Finding your niche

The final step is to rank each item. Take the next 10 minutes and put a number from 1 to 5 next to each listed item. The higher the number, the more important it is for you.

Once the 10-minutes is up, put it aside and don't look at it. Come back to it the next day to review. Does everything still line up? Is there anything that you need to add or move around?

The reason you are stepping away from this is that, your brain just went through some really deep thinking and deep work. When you step away from it, your brain will still do some behind-the-scenes thinking and recovery. When you review your answers, you'll have fresh eyes to review everything.



You have found your niche

What you now have is a list to go off of for your ideal client, your ideal projects, and an idea of a niche. You should be able to clearly see those things that you **do not want to work on** and the **target audience** that **you don't want to work with**.

On the flip side, what should be standing out to you is some basis of industry and a problem that you are solving for someone. You'll be able to see how you evaluate and vet new leads to your business.

As you start to move away from being a generalist and into a specialist, **this is your starting point**. Each and every new lead to your business should be put through your checklist here and if they tick off all your green flags and none of your red flags, guess what?

Congratulations! You've got your very first specialized client for your business.

Use this framework as a part of an iterative process for your business. There is no silver bullet to finding your niche. This is the first step in that process. As you refine your niche and grow your successful business, use this framework as a guide to move forward in conversations with clients, figuring out processes, and improve your profitability.