

PEOPLE ON THE INTERNET ARE IN FACT

REAL PEOPLE

THEY WANT TO CONNECT WITH OTHERS

LIKE-MINDED

INFLUENTIAL PEOPLE ARE

**MORE INTERESTED,
LESS INTERESTING**

1. PUBLICLY AFFIRM PEOPLE WITHIN YOUR LARGER COMMUNITY

- ▶ Share an affirming story about someone else online
- ▶ @Tag them so they are sure to see it
- ▶ Make it genuine, not sucking up. Share a positive affirmation about something you have personally seen or experienced about this person.

2. BUILD ON THE RELATIONSHIP YOUR AFFIRMATION CREATED

- ▶ *“Do For One What You Wish You Could Do For All”*
- Andy Stanley
- ▶ Consistently leverage your value (influence) to elevate someone for their special knowledge, experience or wisdom
- ▶ Do this over and over, for specific individuals

3. IDENTIFY THE LEADERS IN YOUR COMMUNITY & INVITE THEM INTO YOUR INNER CIRCLE

- ▶ *Go deeper with people in one on one settings*
- ▶ Invest in consistent 1 on 1 paired relationships: online messaging, phone/video call, coffee, lunch
- ▶ Continue to invest in your leaders and their innovative ideas through Group Growth settings. Bring this inner circle together in phone conference calls, online group video calls or in-person meetings

GO WHERE THE PEOPLE ARE FIRST:

**ESTABLISHED ONLINE
SOCIAL PLATFORMS**

THE BEST SOCIAL PLATFORMS TO BUILD ON FIRST

- ▶ FACEBOOK (great for personal stories and connection, paid advertising)
- ▶ INSTAGRAM (easily engage specific groups of people)
- ▶ TUMBLR (great for photographers, graphic designs)
- ▶ SNAPCHAT (great for online video content)
- ▶ TWITTER (great for short, activating content)

BUT DO NOT KEEP YOUR ONLINE INFLUENCE

ON SOMEONE ELSE'S

ASSET FOREVER

ONLINE PLATFORMS YOU CAN CREATE AND OWN

- ▶ Blog/Website
- ▶ Email list
- ▶ Online Paid Content Hub (online educational products)
- ▶ New, ground-floor platforms you can influence and/or control