YOUTH 20 EMPOWERMENT 20 SUMMIT

Building Influence

Bibi Bunmi Apampa www.WealthAcademyAfrica.org





Download Powerpoint & Resources

at

https://www.WealthAcademyAfrica.org/youthsummit



Why Build Influence?



- The most trusted people in the world are influencers who have become celebrities
- People buy from people they know, like and trust
 - Know Celebrity Influencer
 - Like Celebrity Influencer
 - Trust Image and Relationship
- Celebrity Influencers have a large following this is why companies use them to endorse & advertise their products
- Knowing this, you need to build influence & position yourself as a celebrity to your market

AGENDA



- Niche Find the expert in you
- Build your Influencer Brand
- Celebrity & Influencer Branding Build Credibility
- Build Infrastructure and Become Web Famous
- Build and Grow your Network
- Create Influencer Branded Products
- Bonus "You Everywhere" Marketing Strategies and Traffic Generation

Choosing Your Niche — Find the Expert in you



Niche marketing is aimed at being a big fish in a small pond

Your niche describes your:

- Topic
- Audience
- Products
- Values
- Mission statement

6 niche hunting strategies

Google Directory

Google Keyword tool

Google Trends

MSN

Forums

Clickbank

Why do you need to have a niche

- You are viewed as an expert
- It is easier to be an Expert at one thing than an expert at all things
- more targeted customers and less competition
- You will become the Influencer and the Go-To Expert.

The big fish attracts all the attention in the pond.

Niche Hunting Techniques

- 1. Using Tools
- 2. Personal Experience

Conditions for a Hot Niche Market



Build your Personal Brand



"Dont let anyone else hold your pen if you are writing your story"
Sushan R Sharma



- What you'll be called
- Who you are
- Who do you help
- How do you help
- Your logo
- Elevator speech
- Living out your brand

The areas you need to take note of are your

- Words
- Appearance
- Integrity
- Conduct
- Values



Celebrity & Influencer Branding Build Credibility

Online Techniques

- •Authority book Best Selling Author on Amazon
- Authority platform Website, Blog
- Social Media Domination and Digital DNA- video sites, social networks, Articles, newsletter, press release.
- Video Broadcast
- Audio Broadcast
- Mobile Broadcast
- Media kit
- Media Citation

Off-line Techniques

- Physical book / Tips booklet
- Print publications
- Direct Mail
- Print advertising
- Trade shows
- **Associations**
- Networking





















Build Infrastructure and Become Web Famous



- Social Media Marketing Create 10 Social Media Properties minimum
- Video Marketing Create an Intro Video and distribute
- Directories Submissions- Website for indexing to about 250 Directories
- Video Distribution promotional videos showcasing what you do
- **Article Marketing -** 5 "How –To" educative articles to article directories
- Local Geographical Marketing Local listing on Google Local and Google Places
- Create a Link Wheel linking all your activities To establish Authority & Credibility)
- Write two professional Press Releases and use an online agency to distribute it (To Build Credibility and third party endorsement)
- Conduct a Website Search Engine Optimization (SEO) using relevant keywords to improve your search engine listing



Define your Social Media Strategy:





Identify Your Social Media Goals

What do you want to achieve?

Depending on the goal will determine which platforms you focus on. Set your goals to be specific, quantitative and realistic.





Get To Know Your Audience

Define your target audience.

Know their demographics, locate where they network and where they spend their time online.

3



Check Out The Competition

Deep-dive the web to get a sense of how your competitors are using their social media. Look not only for their strengths, but for their weaknesses also.

4



Select The Best Platforms

For The Information You Want To Share - Your brand must be where your customers are. Share visual content on Pinterest and Instagram. B2B use LinkedIn and for promotions/offers use Facebook and Foursquare.





Define your Social Media Strategy:





Identify Your "Hot Buttons" And Create Value create content that supports your brand image while at the

same time targets your main topics and keywords.

Offer a variety of formats.





Define Your Tone And Frequency

Analyze your data to identify the best time to share your posts. Then adapt this approach through trial-and-error and measuring your results.





Engage On Social Media

Social media is not just a publishing platform. Simplify the process and get alerted when your content has been liked, commented, or re-tweeted.





Measure And Compare The Results

Every major platform has its own built-in analytics tool that you can use to track the performance of your posts. Also closely follow your website analytics.





Wash, Rinse, Repeat

Once you realize your goals you must get back to the beginning and start again. Redefine your aspirations, build on what you've learned and evaluate your success.

Build Infrastructure and Become Web Famous









Claim your name & protect your brand on social media networks.

















BUSINESS MENTOR & WEALTH STRATEGIST













America's

PremierExperts®



Build & Grow Your Network



How To Generate More Leads To your Network

- Joint ventures (JV)
- Set up a lead capture page
- Search Engine Optimization
- Know your target market
- Join Forums
- Use signature texts
- Start A Blog
- Optimize your site & blog for mobile
- Use keywords in your blog post headlines and body
- Use Opt-In Forms
- Create free, downloadable content regularly
- Create a video with valuable information
- Present a "call-to-action".
- Have a contest

How Do You Build and Grow Your "Tribe" Network

- Building A list
- Building a FaceBook community - group
- Building an online niche forum / community
- Creating an association or academy
- Using the power of social media to attract a crowd of loyal followers

Create Celebrity Branded Products



Two types of products you can sell: PHYSICAL PRODUCT and DIGITAL PRODUCT.

4 Reasons to Create Products

- •Leverage Your Time:
- •Monetize Your Expertise:
- Make Yourself Competition-Proof
- Build Your Legacy

Why sell digital products?

- Product Creation is zero or low cost
- Profit margin is close to 100%
- Delivery can be automated
- People are willing to pay for good information

Types of digital products you can create and sell.

Information Products

- •E-Books
- Audio
- Videos
- Articles

Others

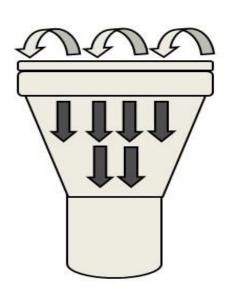
- Software
- Scripts
- Templates
- Membership sites



Create Celebrity Branded Products



THE BASIC BUSINESS PRODUCT FUNNEL



FREE Giveaway item or series of Reports at Website

FREE Online Course Via Auto responder \$19/37/47/97 Digitally downloadable Product-

EBook/Planner/Reference Guide/Manual

\$20 to \$25 Book Published By a Major Publisher \$29/month Audio-Data CD Continuity Program

\$97 Six Audio CDs + Workbook in Clamshell

\$297 to \$497 Multi-Media system or Home-Study Course

\$297 to \$997 Live Seminar - One Day and Two Day

\$1,000 One-Hour Consultation

\$3,775 12-Week advisory Program

\$5,000 Coaching Program

\$5,000 Keynote Presentation – 60-90 minutes

\$10,000 to 12-Month Platinum Program, Inner Circle,

\$25,000 Subscription Consulting Program or Business-

Building Programme



People Need To

See You - on Video

Hear you - Audio

Read You - Books and Articles

Learn from you – Training, Coaching and Consultancy

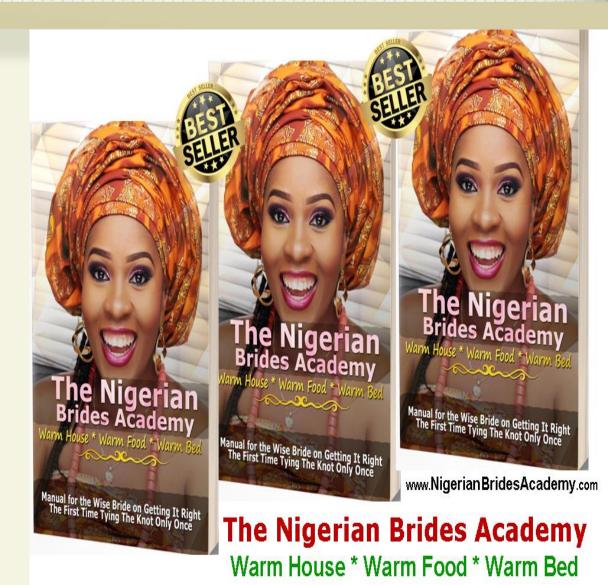
You must Create and Control

- 1. Your own media information released about you
- 2. Your own content what you want people to read about you and your contribution to your niche as the expert
- 3. Your own "public" personality Your dressing, speech, behaviour, attitude, relationships etc



The Branding Package

- Your book,
- Your 5secs intro (Elevator pitch)
- Authority Website,
- Social media properties,
- Products
- Articles
- Youtube channel
- Videos





Your Celebrity Toolkit

- •A media kit including celebrity-quality photos and headshots
- •A short video "sizzle reel" that makes you look like you're a pro on camera,
- A polished 30 second "elevator speech" that grabs attention
- •A short, 4-8 minute high quality television-quality interview style mini- infomercial
- You need to know how to go live on Instagram and "FaceBook Live" even if you are not a techie
- Promote yourself online





Recommended Monthly activity 1

- Write 5 articles monthly
- Upload to website
- Distribute to Article Directories
- Submit to print media
- •Turn your articles into video by creating power point and converting it to a slideshow with a voice over if possible
- Upload video to YouTube channel and distribute to other on line video networks at least 10 other video networks
- Load the video unto your Face book page / fan page



Recommended Monthly activity 2

- •Share the video on your other social media profile
- •Create branded picture messages from your articles and upload to your social media platforms ie instagram and pinterest and picture sharing sites
- •Building on the relationship with people on your list, Face book, LinkedIn and twitter by sending them good content regularly – weekly, fortnightly or monthly
- Explore Joint Venture relationships
- Join and Post on forums related to your brand
- Set up your promotional monthly campaign





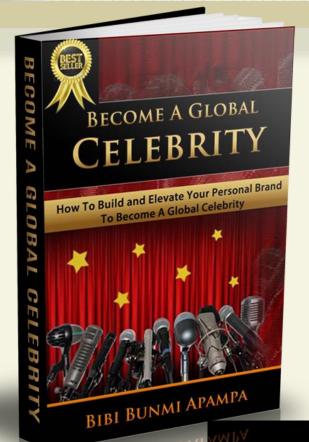
Celebrity branding using Youtube

- Build your tribe
- Creating a strong brand Learn How to Create A Strong Brand using Video With Graphics and Media
- Create high quality and crisp video 3-5mins
- Learn how to Make Content for YouTube Without Going In front of the Camera
- Top Methods for Promoting Your YouTube Videos



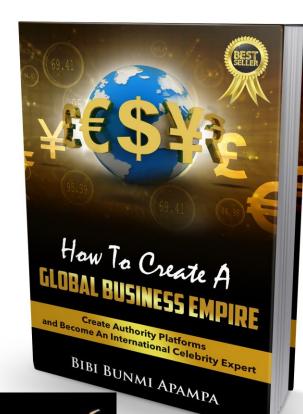
Conclusion





Its Time to

Break out,
Breakthrough
Break records
Break free
Financially



Celebrity Expert

Coaching Program

AUTHORITY*CELEBRITY*EXPERT



Let Us Keep in touch



Websites www.BibiApampa.org www.WealthAcademyAfrica.org

Email MyBusinessCoach@live.com

Face book www.facebook.com/BApampa

Instagram www.instagram.com/bapampa

