

South Florida Influencer Master Class Outline

Part 1 – For Influencers

- What is an influencer?
- Choosing Your influencer audience
- Choosing a Blogging Platform
- Video Blogging (Vlogging)
- Podcasting
- Your Website
- Search Engine Optimization (SEO)
- Social Media (Instagram, Facebook, Twitter, etc.)
- Gaining Followers
- Marketing Ethics
- Sources of Online Income for Lifestyle Experts and Influencers

Part 2 – For Brands

- What is influencer marketing?
- Real-life examples of successful influencer campaigns
- How to find on-brand and on-budget influencers
- My expert method for successfully contacting influencers
- 3 main influencer marketing deal structures
- How to negotiate pricing (for any budget) with influencers
- How to prep an influencer for a collaboration
- What happens after a collaboration goes live?
- How to fix bad collaborations and next steps
- Industry lingo: CPM, UTM Links, Briefings, UGC (User Generated Content), and more!

Part 3 – How to Use Branding and Technology

- Use technology to make you more valuable – to your prospects, clients, and employers!
- Brand yourself as an influencer on social channels
- Find the right prospects using new tech
- Engage the right prospects earlier using YOU
- Learn to create engaging videos to accelerate the sales process
- Grow revenues by combining digital marketing, social and sales
- Reawaken your passion for building relationships and sales

Part 4 – Building Your Business

- Consulting Online
- Lifestyle Coaching In Person
- Selling Your Services
- Getting Started With a Client
- Setting Fees
- Client Contracts

- Special Events
- Workshop Materials and Activities

Part 5 – Generating Revenue and Sales

- Sponsorships and Endorsements
- Advertising Revenue
- Affiliate Marketing
- Offering Online Courses and Classes
- Selling Books, Ebooks, and Articles
- Safeguarding Your Content
- Selling Physical Products
- Mobile Apps
- Generating Revenue Face-to-Face