

Influencer Hot Sheet

Influencers are people who have a very similar audience as you. They may write books in the same genre, but their story should also have a common **interest** (e.g. seafaring adventures), **theme** (e.g. surviving domestic violence), or **special element** (e.g. takes place during WW II) as yours does. For example, if you write romances about a heroine that is crazy about martial arts and this factors heavily into the storyline, you likely want to find influencers who also write romances featuring martial arts, or something very similar.

Influencers can also be non-authors, too. A popular blogger who writes about martial arts for women, an organization that focuses on women athletes (especially martial arts), forums for women’s martial arts and self defense...any of these may also provide a direct line to an your audience. First, let’s first look at authors. Answer the questions below for as many Influencers as you wish.

What books are a lot like mine? HINT: Try [Yasiv](#). (Type in the name of your novel like I did. This is essentially a visualization of Amazon’s “also boughts”)

Which authors of the above books sell well (high amazon rankings), have a strong platform (online visibility), and have good engagement with their target audience (popular, lots of interactions)?

1. _____
2. _____
3. _____
4. _____
5. _____

INFLUENCER PROFILE:

Author’s Name: _____

Website/Blog URL: _____

What do they blog about? Look for interests, themes, & links that seem popular with this audience.

How do they interact with their audience (ask questions, have discussions in comments)?

Do they guest post? (If so, make note of WHERE as this may be a good lead for you, too.)

Twitter URL: _____

What do they tweet about the most often (an interest that ties into their books, personal thoughts/life, links, something else?)

How often do they promote?

How do they promote (direct URL links, link to guest posts, website links, something else?)

What tweets get the most engagement (@comments, RTs)

Facebook URL: _____

What do they post about on their profile &/page? Look for interests, themes, links that seem popular with their audience.

How often do they post (regular postings, in spurts, etc.) and do they interact with others? How?

Do they promote? If so, how often? Do people tune into these posts (likes, shares, etc. or no?)

Instagram URL: _____

What pictures do they like to post—personal? A book tie-in interest? Something else? Is there a pattern to the posts that seem the most popular (lots of comments and likes)?

How often do they promote? Do they artistically display their book images in a “themed” manner that ties into the book’s topic?

Other URLs for Social Media they are active on (Pinterest, Snapchat, etc.) and details to note about their interaction on this network:

Is this author active on Goodreads or Library thing (as in they actively join groups & chat, answer questions, etc.?)

When you Google this influencer by name or book title, do any interesting URLs come up (sites that mention this author’s books, review sites, interviews, fan groups, forums, guest posts?) Make note of them here as they may be leads for you as well:

Based on what you’ve noted, which social media network/s seem like the best place/s to engage with this person? (These networks are also where your shared audience hangs out, too!)

How can you start a relationship with this Influencer (or strengthen an existing one)?

- Ask to interview them on your blog
- Host a Twitter Chat with the author (either an interview or something about both your books & their shared theme/common interest/element)

- Tweet the author's links & information and @ the author
- Write a review and post it, letting the author know you've done so
- Engage with them on Facebook or another network for chit chat and fun
- Send a personal note introducing yourself, letting them know you've read their books (make sure you have!) and that you admire them and would love to know if there's anything you can do to help with their visibility as you have a similar audience (Give first!)
- Link to the author's website, books, guest posts they have written or share other links that feature them which will appeal to your shared audience (again, give first, and @ them on social media so they know you're supporting them)
- Ask if you can help with an upcoming launch
- Comment on their blog
- Like and comment on their twitter/Facebook/Instagram posts
- Re-pin items from their Pinterest board
- Suggest a collaborative marketing event or partnership
- Something else: _____

OTHER INFLUENCERS: To connect and build authentic relationships with other non-author influencers, ask yourself: *what does this person or community need? What will they find valuable or helpful? How can I contribute? How can I show I am not just in this relationship for my own gain?* Remember, think about what you can give, not what you can take. Most people naturally want to pay it forward.

Once you define who they are below, answer the same questions I've posed in this handout for an author/influencer. ☺
