# HOW TO REACH OUT TO INFLUENCERS

## 3 THINGS TO IMPLEMENT THAT WILL MAXIMISE YOUR CHANCE OF GETTING A 'YES!'

Andrew and Pete

andrewandpete.com

# INTRODUCTION

One of the best and most effective ways of growing your audience is through collaborating with other people. We talked about that in this video over here, so go give it a watch if you haven't already...

As the video explains in more detail, you should be looking to collaborate with people who have a similar audience to your target audience, who have a bigger reach than you (if possible), and even people who could be seen as your 'competition.'

With that being said... it's easier said than done to reach out to potential collaborators and get as YES (especially your dream collaborators), and you may have a niggling negative nana voice in your head saying:

- Why would they say YES to me?
- What could I offer?
- I bet they get asked all the time?
- Who am I to ask to collaborate with them?

Those are perfectly normal feelings, that everybody has... but here's the thing... influencers are just people at the end of the day, and a lot of them are nice people!

In this guide we're going to show you the 3 things you have to do, that will make your chances of getting a YES much stronger, as well as making the negative nana voices in your head much easier to ignore.

# FIRSTLY OUR COLLABORATION STORY

We have been collaborating with people who we *thought* were out of our league for a good few years now, and it has DRASTICALLY improved our: brand, positioning, following and sales!

We have collaborated in some way or another with some of our industry heroes including:

- Social Media Examiner
- John Lee Dumas
- Kim Garst
- Andrea Vahl
- Amy Schmittauer
- Andy Crestodina
- Sue B. Zimmerman
- And loads more

We recently even ran a HUGE online event called *Rule Breakers*, which for us was a massive 'collaboration project', with 30 industry experts.

# FIRSTLY OUR COLLABORATION STORY

So with Rule Breakers and everything else we've done from guest blogging, guest lead magnets, social media takeovers and collaborative online events and webinars... we had to convince these influencers that saying YES to us, would be worth it!

And over time we've worked out the best way to get a YES that both benefits us and the influencer that we want to work with.

*NOTE: This isn't about trickery. It has to be a beneficial relationship, and we'll show you how you can do that a bit later on (even if you don't have a huge audience yourself).*

There will be a bit of learning and tweaking you'll need to do, and we're not confessing to some sort of magic potion that would convince The Queen of England to say yes to guest blogging on your website about Corgi Yoga, but there's 3 things you have to have in place to maximise your chances of success.

Number 1: Some kind of relationship

Number 2: A clever way to actually ask

Number 3: A simple process to make it easy

Don't worry... we're going to go through each of these 3 things now, to show you that this is easier than it may appear.

# NUMBER 1: SOME KIND OF RELATIONSHIP

If you are going to reach out to somebody to collaborate with in anyway, you are going to have a much bigger chance of getting a YES if they either know who you are, or even better... if you are a valued part of their online community.

A simple strategy is to work out which social network is their favourite to interact on, and then simply start talking to them and sharing their content, whilst getting to know them.

**TOP TIP:** When we first started doing this strategy Twitter was our favourite social network for doing this on, but now we've found Snapchat can be even more effective.

However it is important at this point to note that you should be looking at their preferred social network, rather than your own. If you love Twitter but all the influencer does is use it to broadcast, it isn't going to be a good one to build a relationship on. Find out where they are actively engaged at, at this moment in time.

To fast track this relationship, you may want to look at becoming an influencer's customer first. Think about it - if a customer reached out to you for something, wouldn't you be more inclined to say YES - it's human nature to help people who have helped us.

This doesn't have to be super expensive though. Yes it's true if you have bought an expensive product/service from them, then they will value the relationship more, but we have reached out to people whose book we have bought and enjoyed in the past. Something as small as that helps warm the relationship.

Aim to have 3-6 interactions with somebody online (ballpark figure), before you go onto the next step of actually asking.

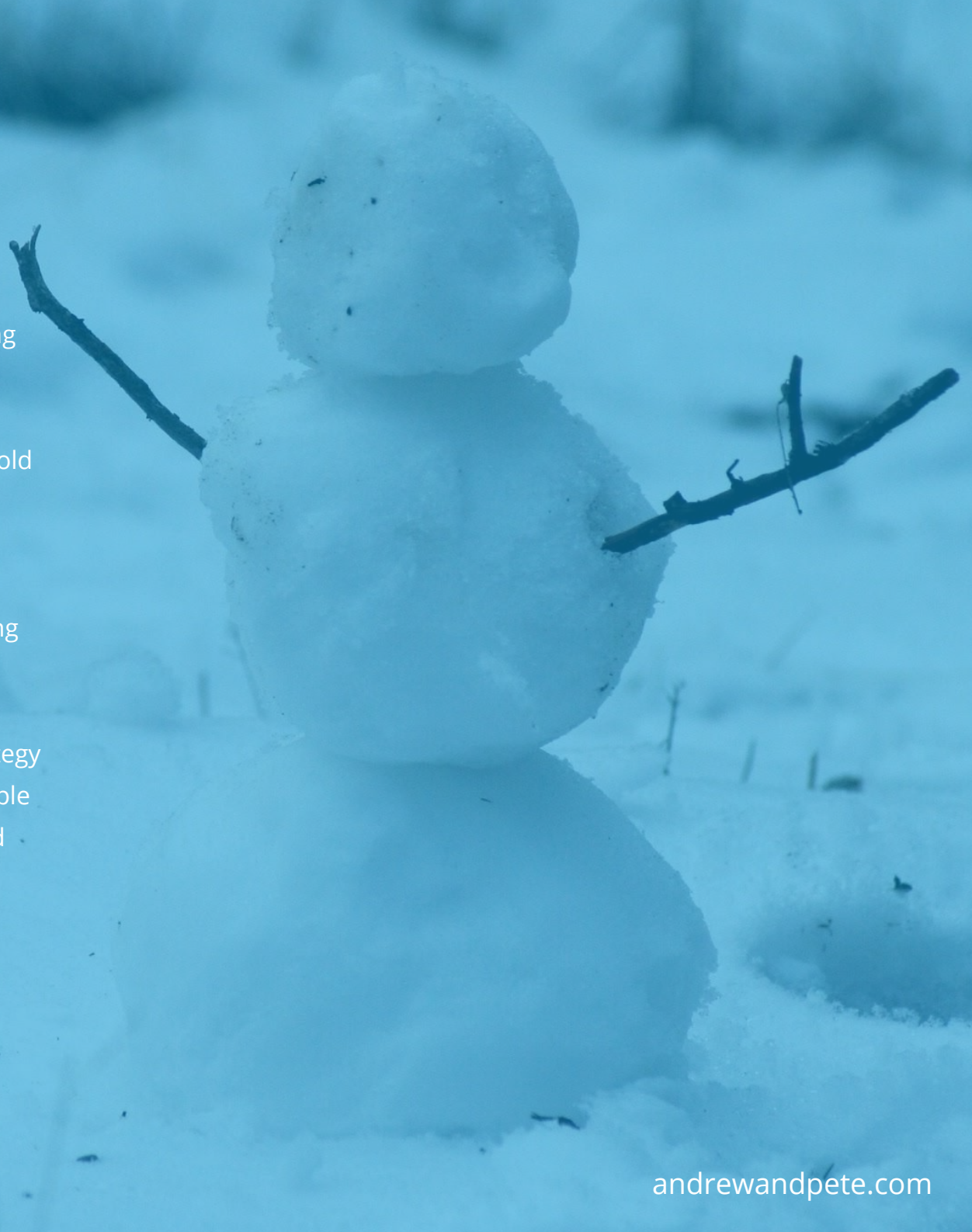
# CAN YOU GO IN COLD?

A question we often get when talking about this is... “is building that relationship always necessary?”

Look at it this way... we all know warm leads are better than cold leads, and the same principle can be applied here. It’s like measuring a cold call against a referral from a friend.

However saying that... cold calling sometimes works depending on how good the sales guy is!

I.e. If you KICK ABSOLUTE BUTT at Numbers 2 and 3, this strategy can work cold, and we have managed to collaborate with people who had no ideas who we were before. However bear in mind our success ratio is ALWAYS lower going in cold.



# NUMBER 2: A CLEVER WAY TO ACTUALLY ASK

Now you have built that relationship, you need to actually ask them for the collaboration.

First things first... what doesn't work? Answer: An overly long email.

In our opinion long emails are rarely a good thing no matter what you are emailing about. People want to clear their inbox and if you can't get to the point succinctly and delay that process, then you become an annoyance!

But especially in this instance of asking somebody for something, it needs to be clear, fun and benefit driven. Depending on who you are talking to, they might be a really busy person... so you need to get their attention and make your point in a simple to process way.

**So, if you can't email, what are you supposed to do?**

It's not a case of not emailing, but it is the delivery of the message that matters. Here's 3 examples that have worked well for us.

**Number 1: A bespoke landing page.**
We've been known to create simple landing pages that ask people for a collaboration. You could do this on your own website, or use something like LeadPages or Instapage. This takes people by surprise, it shows effort on your part and you can display your information in an easy to process way. Better yet - you can use their favourite social network to send them the link.

**Number 2: A lumpy letter.**
Another one that has worked well for us is writing a letter instead (who gets good post these days!) We've often included a small gift or something funny or relatable to their brand.

# NUMBER 2: A CLEVER WAY TO ACTUALLY ASK

**Number 3: A PDF Invite.**
This is actually the strategy we used for *Rule Breakers* specifically. We created beautifully designed PDF invites and emailed them out to our preferred speakers. They were blown away by the effort we put in, and a lot of them said "well of course, how can I say no!?"

These are just 3 examples, but see how a bit of creativity can grab attention, and make what you have to say get taken seriously! At this point you may be thinking...

## OK, THAT SOUNDS GREAT, BUT WHAT IS IT THAT I ACTUALLY SAY!!!

And you'd be right for thinking that! A great ask is no good without a great message. This is when the negative nana voice comes back, but to get over it, you have to ask yourself: If your audience is smaller than theirs, what else do you have to offer that they may want?

Here's some ideas:

- Creativity - we've done a lot of Snapchat takeovers based on people trusting our creativity
- Positioning - are you giving a platform where the influencer is elevated
- Recognition - can you collaborate in a way that shows the great work the influencer is doing
- Different Audience - your audience may not be bigger, but it could be in a different part of the world, or a different industry that the influencer may be interested in
- Your Skills - if you can offer your skills in return, it may be a no-brainer! For example, if you do video animation - could you create an animated video based on an influencer's blog post. What do you have to offer that you can bring to the table?
- A Chance to Give Back - some influencers have achieved so much, they are happy to help out. This is where your branding plays a part. If you want to tap into this, the influencer must really 'like' and 'get' you.

# WHEN IS AN EMAIL ENOUGH?

We're not saying every single time you want to reach out to somebody to collaborate, you need to go ALL OUT.

If somebody has a similar sized audience, or smaller even, a simple email may suffice - we've certainly used it in the past. However if you want to collaborate with somebody who you think gets asked a lot, a super personal reach out that shows effort on your part is the way to go.

No matter who you reach out to though, the next step is crucial...

# NUMBER 3: A SIMPLE PROCESS TO MAKE IT EASY

So up to this point, we have built the relationship and gone in for the ask. If you do these 2 things well the only thing now holding you back is how easy you make the collaboration possible.

To really maximise your chance of getting a YES... the collaboration must be SIMPLE for both sides to get on board with.

This is why it is always best going with an idea AND an execution plan, rather than going with something fluffy, or not fully formed.

Things may change based on what the influencer wants or needs BUT going with a solid, easy to implement idea for the collaboration will really maximise your chance and make you look organised.

Exactly how you make this process easy is going to be dependant on the collaboration, but let us give you some examples so you can see what we mean.

**Example 1:** When we wanted to create some content for ATOMIC, we approached industry experts such as Kim Garst and John Lee Dumas at an event many would be at... Social Media Marketing World. We asked to buy them a coffee and chat for just 20 minutes. We found a central place in the venue, and gave them multiple times they could book straight away rather than going back and forth via email, making the process of chatting to us super smooth. In the meeting we then offered to repurpose some of their already created content at minimum effort for them.

**Example 2:** When we were approaching our speakers for Rule Breakers, after agreeing they were automatically sent an online calendar (we used www.calendly.com) to book a recording slot. If none were suitable, we simply asked for them to send over their online calendar for us to book with them.

See how these 2 examples make the process really easy, and eliminate a lot of back and forth that gets in the way of collaborations actually happening!

# 3 STEPS TO SUCCESS

When it is broken down, the steps for getting a YES when approaching influencers to collaborate with becomes simple...

**ONE.** Build up some kind of relationship online. It doesn't have to be overly strong, but the stronger the better.

**TWO.** Find a unique way to ASK, ensuring that you highlight a benefit you can bring to the table for them.

**THREE.** Make the process of collaborating easy and automated where possible.

# DO YOU WANT SOME MORE?

# ONLY ON ATOMIC

On our marketing membership site ATOMIC, we have a 60 minute masterclass called: *How to Pop the Question to Influencers*, that goes through all of this in much more detail and actually shows you some of the examples of 'asks' that we have successfully used to collaborate with our personal industry heroes.

You can get access to this for $37 on the monthly ATOMIC plan.

You can cancel at anytime (no tie-ins, no minimum contract length), straight after watching the masterclass if you like, but we'd hope you'd like to stay around.

Click the link below to find out all the other features of ATOMIC membership.

www.andrewandpete.com/atomic