

# How to Be an Online Influencer

For Your Brand But Mostly  
*for Yourself!*

*John Lincoln*  
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## A Little about me



John Lincoln

- CEO of Ignite Visibility
- Digital marketing strategist focusing on SEO, social media, paid media and conversion rate optimization
- Digital marketing teacher at the University of California San Diego since 2012.
- Author of the book “Digital Influencer: A Guide to Achieving Influencer Status Online,” which was named one of the best new marketing books by Forbes and LinkedIn.
- Writer for Inc., Entrepreneur, The Huffington Post, Search Engine Journal, Marketing Land and Search Engine Land.
- In 2016, Ignite Visibility was named the 8th fastest growing company in San Diego and the number 1 SEO consulting company in USA, UK and Canada by Clutch.co.
- Clients included Fox, Tony Robbins, Morgan Stanley, Coupons.com, WeddingWire, GameSpot

# What I'm covering today...

1. My story to becoming an influencer
  - **As an example**
2. How you can become an influencer
3. An action plan to get started

# Question...

Who here promotes someone else  
or a company all day?

# Think about it...

If you took 10% of that time to study and promote yourself as a subject matter expert you would...

1. Get more recognition at work
2. Become seen as a leader at the company
3. Advance faster in your career and industry
4. Make more money
5. Have a better understanding of your space

## 5 years ago...

- I was working a dead end job
- I was promoting a CEO who cared nothing about me
- I had a manager who thought I wasn't good enough
- I had a co-worker who ate Cheetos and drank mountain dew all day and wiped his hands on his chair and desk.

Cheetos hands are  
nasty people!



# I knew, there has to be something more!!

## So I Read a bunch of books

- Tony Robbins – Awaken the Giant Within
- Rhonda Byrne – The Secret
- Napoleon Hill – Think and Grow Rich
- Robert Cialdini – Influence: How and Why People Agree to Things
- And many more

## Then I plotted a plan!

# Time to set some goals

**Immediately**  
Get a director role

**2 years later**  
Start a company  
Get married  
Have kids

**3 more years later**  
Become a top digital marketer  
5 Million dollar business



# How was I going to pull this off?

I knew I needed total commitment and focus. So I created a my own business mission.

“To help other people through digital marketing”

I used this to guide all my decisions.

# Next, I found people online who had done it before

- Looked online and found people who had done what I wanted to do by searching through LinkedIn, Twitter, Google
- I reversed engineer their online presence
  - Reviewed best content with BuzzSumo
  - Looked at highest ranking pages with SEMRush
  - Crawled their website with Screaming Frog and Deepcrawl
- I noticed they all published online (blogs, videos, social media)
- I analyzed how they did it
- Looked at frequency, tone, location
- I decided, I needed to start that moment
- I started doing it for myself







Filter by Type:  Bloggers  Influencers  Companies  Journalists  Regular People

Active Influencers  Ignore Broadcasters

Location:

"pr companies"   Sort by:  Page 1 of 1

Advanced Search Options

			PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
<input type="checkbox"/>	 <p><b>UPR</b> @unlimited_pr u-pr.nl Unlimited PR is one of the most exciting <b>PR companies</b> in Europe, focusing in the Fashion, Beauty and Lifestyle sectors and representing several leading brands. <b>Company</b></p>	<input type="button" value="Follow"/> <input type="button" value="View Links Shared"/> <input type="button" value="Save Influencer"/>	36	24	7K	32%	16%	0.6
<input type="checkbox"/>	 <p><b>Kate Bowe PR</b> @katebowepr katebowepr.ie We're one of Ireland's leading arts and entertainment <b>PR companies</b>, specialising in movies, theatre, performing arts, festivals and lifestyle. <b>Company</b></p>	<input type="button" value="Follow"/> <input type="button" value="View Links Shared"/> <input type="button" value="Save Influencer"/>	32	19	4.8K	46%	6%	0.6
<input type="checkbox"/>	 <p><b>SK Events &amp; PR</b> @skevents skevents.co.uk One of the North West's leading event management &amp; <b>PR companies</b>. Specialising in pop up &amp; public events &amp; proud organisers of @LivFoodDrink @BarcodeExpo <b>Blogger</b></p>	<input type="button" value="Follow"/> <input type="button" value="View Links Shared"/> <input type="button" value="Save Influencer"/>	33	25	4.4K	28%	2%	0.8
<input type="checkbox"/>	 <p><b>Vanson Bourne</b> @vansonbourne vansonbourne.com An independent, trusted and specialist technology market research provider delivering great insight and value for money to technology and <b>PR companies</b>. <b>Influencer</b></p>	<input type="button" value="Follow"/> <input type="button" value="View Links Shared"/> <input type="button" value="Save Influencer"/>	58	49	3.8K	15%	20%	0.2
<input type="checkbox"/>	 <p><b>MissCharleyJean</b> @misscharleyjean markmeets.com    Social Media,Event Organiser&amp;Work alongside <b>PR Companies</b>    Interviewer&amp;Photographer    All <b>Influencer</b></p>	<input type="button" value="Follow"/> <input type="button" value="View Links Shared"/> <input type="button" value="Save Influencer"/>	37	28	3.1K	24%	24%	0.3
<input type="checkbox"/>	 <p><b>Best Blog RTs</b> @bestblogrt Bloggers! We RT your blogs!! Happy to assist <b>PR companies</b> with finding the right bloggers! Run by @sashablogger12 <b>Blogger</b></p>	<input type="button" value="Follow"/> <input type="button" value="View Links Shared"/> <input type="button" value="Save Influencer"/>	-	-	2.1K	70%	24%	0.3

# It wasn't easy at first...

- Had to commit
- Had to get comfortable putting myself out there
- Had to discover what to talk about
- But it go easier and more fun everyday



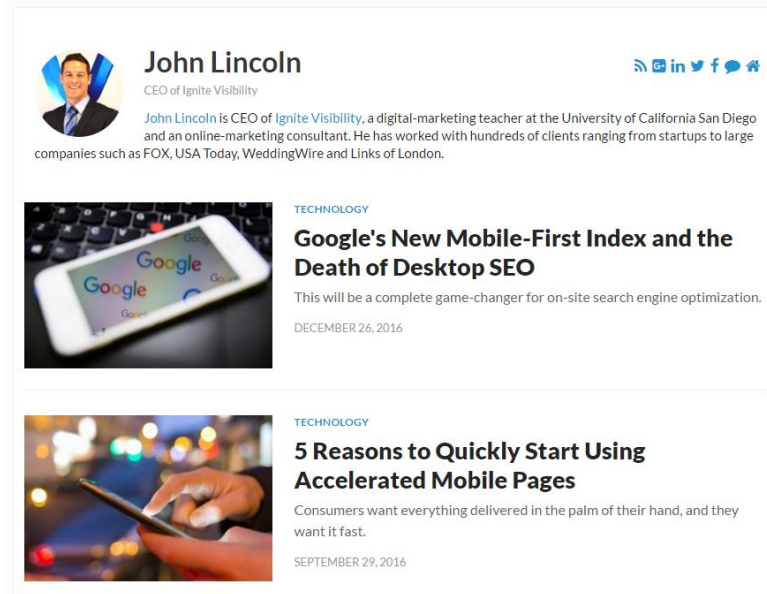
# My Path

# Let me give you a quick example...

- I found that people in my space wrote for Entrepreneur.
- I went on LinkedIn and Twitter found people who had titles such as contributor editor.
- Eventually, after being shut down 3 times. I found the right person.
- I emailed him and he said no. He hated my article.
- I researched him more online.
- I found out he liked American Ninja Warrior and sent him a water bottle with the logo.
- He instantly bonded with me and allowed me to become a writer.



# Now I write articles for Entrepreneur that send traffic, leads and rank in Google

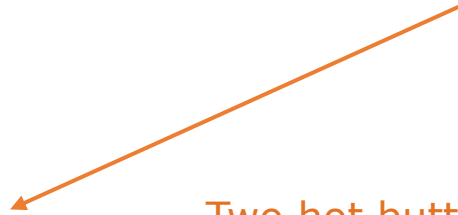


**John Lincoln**  
CEO of Ignite Visibility

John Lincoln is CEO of Ignite Visibility, a digital-marketing teacher at the University of California San Diego and an online-marketing consultant. He has worked with hundreds of clients ranging from startups to large companies such as FOX, USA Today, WeddingWire and Links of London.

**TECHNOLOGY**  
**Google's New Mobile-First Index and the Death of Desktop SEO**  
This will be a complete game-changer for on-site search engine optimization.  
DECEMBER 26, 2016

**TECHNOLOGY**  
**5 Reasons to Quickly Start Using Accelerated Mobile Pages**  
Consumers want everything delivered in the palm of their hand, and they want it fast.  
SEPTEMBER 29, 2016



Two hot buttons in SEO.

**“Mobile First Index”**

**“Accelerate Mobile Pages”**

Now when people search for these terms they see me as an authority and request services.



Important point...

At any point I could have said no to those opportunities.

By saying yes, I moved forward.

# Today

1. We have 100 clients and 35 employees
2. We are one of the fastest growing companies in the United States
3. We have been named at the top of the digital marketing industry

**But the biggest thing is...**

# 5 years ago...

NO MORE CHEETOS  
HANDS!!!



# Let's get into the details of how you can do this for yourself

*If you do what I say, you are 5 months away from  
becoming an emerging leader in your space...*

# First, What are your goals?

**Pick an  
immediate goal**

**What do you  
want to  
accomplish 2  
years from now?**

**What do you  
want to  
accomplish 3  
years after that?**

**Write this down...**

Next, create a business mission.

Select a subject and mission that will force you in the direction of your goals!

This will keep you channeled in the right direction.

# 4 MAIN GOALS



**1**

Determine where  
your demographic  
is spending time  
online



**2**

Become a part of  
those communities



**3**

Get mentioned, become  
a thought-leader,  
generate links, traffic  
and shares



**4**

Through this  
process, grow  
brand recognition  
and sales

# Who you are looking to target...



**Editorial /  
Bloggers**



**Customers**



**Referral  
partners**



**Key social  
media accounts**



# How you target them...



**Follow  
on sites**



**Comment  
on blogs**



**Add to  
twitter list**



**Retweet 2 times  
per week**



**Interact with  
on Twitter**



**Email when  
mentioned in  
blog post**



**Build  
guest posting  
relationships**



**Put their  
top Tweets  
into auto tweet**

# 5 Month plan to become a subject matter expert and emerging influencer in your space

All of this scales.  
Hire people to do what you  
don't want to do.  
The more you publish on  
your topic, the more business  
you will drive online.

I encourage you to take control  
now.

**Life is short...**

*When I decided to put myself out  
there, it was the best decision I  
ever made...*

Who will you be in life?

Will you take charge  
and become an  
influencer?

# Thank you

## Let's connect

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