

TIM DENNING

**HOW TO
BECOME A**



**GAME CHANGING
INFLUENCER
ONLINE**

AND



**INSPIRE
MILLIONS**

How To Become A Game Changing Influencer Online And Inspire Millions

What it takes to be number one in your niche

Tim Denning

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INTRO

My Inspiring Story Of Online Influence

Since the birth of the Internet our entire world has changed and the rise of influencers in different niches has been born. My limiting belief for many years, which is probably similar to your own, is that the opportunity to create influence online and build a following has come and gone and that the Internet is too crowded for me to stand out.

Those who have studied personal development will quickly tell you that my previous statement has been shaping my world, and that's why I have never succeeded in having any level of influence online.

A few years ago my world changed when I made a decision to forget about the stories I was telling myself and just do something that I loved, which was to share stories and advice from my journey of entrepreneurship and the lessons I learned from studying personal development. The first thing I did was to consider starting my own blog, but I quickly realised that I wouldn't have the patience to see it through and decided I needed to start with a platform that already had an audience.

In my case, the first step was to find a platform to build from and then to forget about all the fear I had about what people might think of what I was doing. The key for me was just to get started and not think about the fact that I wasn't an expert and had no idea what I was doing. As time went on, I figured out all there was to know about blogging and creating content. My naivety about the online world was ultimately what created my influence online to inspire millions of people.

The first site I thought of getting involved with was Addicted2Success.com as I had already been following it for a number of years and the name stood for the same ideas that I believed in. I tried reaching out to the founder Joel but didn't get a response due to his busy schedule. I prided myself in being able to reach anyone through LinkedIn and when I got no response from Joel and

tried a few other channels to get a hold of him, I was deflated. This feeling of disappointment only made me more determined to get in contact with him. It was not hard to see Joel was busy through his public Facebook account. He seemed to be always in a different part of the world trying to do anything he could to inspire others.

A few weeks later, I saw an event he was hosting in his home city, and I noticed there was a mobile number on the bottom. I cheekily rang the number and attempted to get a meeting with him. The person that answered was friendly and gave me the info I needed to get in contact with him. I later found out that this person was his girlfriend at the time.

The hurdle that I then faced was that I had no blogging experience and was not sure how to get involved with his site. I thought to myself "what can I give him that he can't get anywhere else?" The answer was right in front of me: access to people he could interview for his site using my tech entrepreneurial contacts. So, I found out from Joel, who he might like to interview and found one particular Australian entrepreneur that he was keen to chat too. I then contacted this entrepreneur's assistant and put them in touch via email.

This one act of giving before asking for anything allowed me to get Joel's attention, and I knew the next step was a face-to-face meeting. Considering Joel was far away from where I was based, I combined some personal business that I had to do in his home city with a visit. The risk was that I had no meeting booked in, and there was a good chance I may not have got to meet him. When I got off the plane, checked into my hotel, and rang Joel, he answered. I told him that I was in the area for a few days and would love to catch up. Lucky for me, he agreed to catch up, and I went to meet him.

During the meeting, he thanked me for my previous introduction to the entrepreneur he wanted to interview and asked me what he could do for me in return. This question stumped me and as I thought about it, Joel said, "do you want to be involved with the site?" Before I even had time to think I said yes without knowing what that meant or how to go about it. At the time, I felt

very strange and it's hard to describe. I felt like my life had changed forever and I was finally on the right path. I decided that this opportunity was something I needed to pursue to the ends of the Earth and I was very excited as to what the future might hold.

From this moment on I began producing content for the site and have done so ever since our meeting. Sometimes things happen for a reason, and I have no idea why I flew over to see Joel really, but at the time, it just made sense to do so. It was almost as if the universe was telling me to do it and my brain was forcing me to respond, without allowing me to think about it.

As the famous Chinese proverb states, "the journey of a thousand miles begins with a single step." Since starting my journey on Addicted2Success I have been able to build significant online influence, and my content on the site has been read by millions of people all around the world. The success on the site has made me an expert in my field, fast-tracked my career as an entrepreneur working in a large organisation, given me opportunities to sit on boards of tech companies, opened up regular radio spots, and has allowed me to be featured on other well-known websites.

Forget about all the fear you have about why you can't be a global influencer and make a decision today to take your life to the next level and spread your message. The following chapters will outline exactly the steps I took to become a game-changing influencer and they are not hard to follow. I believe anyone who has the drive and wants to succeed, can do exactly what I have done without a whole lot of expertise. It's not about where you are right now it's about where you want to go. Enjoy the chapters that follow and make sure you take action!

Chapter 1

Create Your Mission

Why is it that you want to be influential and what is your message

Before any pursuit of success, you have to nail why you want to do the very thing you are setting out to do. Whether it's building online influence and inspiring millions, or it's starting a new business, if you don't take the time to nut out your why and write your message, you will fail!

Many people within my own personal network have tried to become influencers in their niche and at the start they are all excited, then within less than one year they have hit a brick wall. They come to me and say "Tim I'm not making the money I thought I would," or they say, "Tim people are just not following what I do." The reason these things happen is because they are unclear on their mission. If the mission is not clear to you first, then it won't be clear to the audience, and this is why wannabe influencers fail.

The other reason that these people are failing is because they don't have the passion or patience to reach their ideal level of success. Having a mission is really about being clear on what your passion is. You will never execute on your mission unless it is directly related to your passion. By following your passion you will have the intrinsic motivation required to follow through on your mission.

What is your why?

Make no mistake; becoming a game-changing influencer online takes a lot of work, and it requires you to be highly passionate in your field of expertise. So, what is the first step you might ask in creating your mission for world domination? The first step is to briefly and succinctly write down why you want to be a game changing influencer. The trick is to stop thinking and just write it down. In fact, write down a few different versions of why you want to

do it. When you have about ten, pick the one that makes you feel excited, and resonates with you.

Once you know why you want to be an influencer online, then you need to publish your message to the world. When you write the first draft of your message it starts out in a certain way. Be prepared to be flexible and allow your message to evolve with time (and experience). Let me show you an example. The first message I came up with was:

“Tim Denning is a former entrepreneur turned intrapreneur, working daily with fast-moving tech companies. He is passionate about what makes startups successful and is a thought leader/ game changer via the use of social media. Tim uses personal development and success as a platform for greatness.”

Over time, my message to the world has evolved even further. The catalyst for change more than any other for me was Facebook. When Facebook launched the introduction section to the Pages Platform, I copied and pasted my above message. Unfortunately, it didn't fit. Like any challenge, this was a blessing in disguise. I was forced to take my message and make it into two short lines. My new message has now become:

“My goal in life is to inspire the world through entrepreneurship and personal development.”

Simplify your message

By simplifying my message, it has also made it much easier for me to introduce myself to people and explain what I do. People nowadays have a very short attention span. If you are unable to explain quickly what you do and what you stand for, the world just tunes out. Your message needs to consist of basic words and be inspirational. Big words can scare people and limit the audience who will resonate with your message. When you read my message above it's very clear what I am out there to do. Opportunities come my way all the time and thanks to this message that I have written about my

mission, I can automatically figure out if an offer is something I want to do by looking at the two lines.

Your message to the world is like your compass, as it guides you through the ups and downs of becoming a game-changing influencer online. Remember, nothing is forever and it's okay for your message to change over time. What I have realised is that the longer I follow my passion, the more defined it becomes.

For example, entrepreneurship can be a very broad category so each week, I figure out what areas of entrepreneurship interest me – currently anything that relates to technology and innovation. The traditional concept of entrepreneurship doesn't interest me at all. This outcome has come about thanks to my habit of niching everything down to align with my message to the world.

Now that we have figured out your message to the world it's time to make a decision on which platform you are going to use to spread it. There is no point having a message if no one other than you can see it. Your platform is your distribution channel and it's where you will be spending most of your time. This is an exciting time in the process and it's when you will create the habits needed to become a game changing influencer online.

Chapter 2

Narrow In

Find out what your platform is and then use it repeatedly, and consistently

The key to my success as an influencer online was to find a platform that aligned with my mission and then regularly using it to create content. I decided not to build my own blog, and I chose Addicted2Success as my platform. I didn't want to spread myself too thin by working on multiple platforms. If you're like me, you're probably a one man band and don't have loads of time every day to be building your influence on lots of different platforms. Once you find your platform you need to focus on creating content.

Twelve months into my online journey of influence I got the opportunity to start blogging and create content for other websites, and I declined every single offer. To be successful at building influence you must do it on one platform to start with. If you try and be on too many online channels, then the depth and quality of the content you create won't connect with your audience. We are all creatures of habit. Once we discover someone on a platform, we keep going back to the same platform in search of new content.

What I learned through my experience on Addicted2Success was that the magic number was three new pieces of deep content per week. I suggest starting with one a week, so you don't overwhelm yourself, and then slowly building to three. I have seen other people follow this strategy, but the challenge is that they sacrifice the quality of content that they produce, in order to increase the number of posts they put up. With my own blogging, as I started to do three posts a week, I saw the engagement increase significantly, and even my own personal website timdenning.net started getting a lot more visitors.

As well as narrowing in on your platform you must narrow in on your niche or field of expertise. The niche you choose must be something that you

absolutely love and are passionate about. It must be something that you will commit to doing even if you never get paid for it or attract one single follower. If you are picking a particular niche just because you think it might be fashionable or cool, then it will be hard to build any influence. People who are passionate about their topic build influence – period!

You don't need to be an expert to begin with

At this point, I probably should touch on expertise. When I started, I had no real expertise in personal development although I did have expertise in entrepreneurship. So what I did to gain expertise was to immerse myself in personal development books and success related content. You probably think this is pretty obvious, and it is, yet so many people think that they can't do something because they believe they're not an expert. If you're not an expert at something, then become one. It doesn't take a lot of time, and as long as the research is linked to your passion, it won't feel like hard work at all.

I can remember through my online journey that I had a few people reach out to me and say, "I wish I could do what you're doing, but I am not successful enough to be on a site like Addicted2Success." The reality is no one is, including me. You just need to start somewhere, have a crack, and see what happens. If you don't end up on one site, then you will eventually find another one. As your influence grows, you can then reach out to some of the bigger sites like Huffington Post or Inc.com and see if you can create content for them. It's all just a process and one that you have to take action on no matter what stage you are at.

Chapter 3

The Law Of Reciprocity

Influence is created by giving without ever expecting to get anything back

What took me a while to figure out when I started, a fundamental law that will propel you in creating the foundation for your influence, is the law of reciprocity. Essentially, the law of reciprocity means that when you give something nice to someone, they will feel the urge to do something nice for you in return. In the online world, the law of reciprocity translates to: when you create helpful and inspiring content, people will share, follow you on social media, and comment in return as a way of saying thank you. As your online influence increases, what you get in return is followers who support you, and could essentially become your customer.

Make it all about them

For the law of reciprocity to work, you must filter out from your online presence any trace of selfishness or suggestion that makes people think it's all about you. Online influence is built by doing the exact opposite and making it not about you. This new age idea that we have to create our own brands and continually create content that is all about us is utter nonsense. It's for this reason that most people fail to build any online influence. The way to reframe your position is to think of it like this: you are the leader of a tribe who has been elected by the community to represent their views around a certain niche.

My community is typically an entrepreneur or lover of personal development who has elected me to spread this message as much as possible. The way I see it, I haven't been elected to this position to talk about myself, I have been elected to this position because I am seen to spread this message the best, and the least selfishly of others trying to do the same thing.

From here on in I want you to create an online influence that is all about those you serve, and I don't want you to brag to others about how good you are, or boast about any useless metrics you may have of your audience. Draw people into your community by giving them value and not trying to take anything away for yourself.

If you adopt this mindset, then you become a magnet towards whatever goal or vision you have for your ultimate online influence. At the same time, don't spend too much of your day worrying about what others are doing within your niche, or worse yet, hating on them.

The more you spread negative thoughts about your perceived competitors, the more time, and energy you will subtract away from building your own audience. People are inspired by a positive message, and your positive message must be easily understood and resonate with people from all walks of life and cultures.

As you produce content, inevitably you will encounter times when you think to yourself "Should I reveal everything?" These thoughts have crossed my mind too, and what has helped me succeed is to adopt a mindset of always sharing, and never second guessing the act of giving everything I know to others.

Branson's gatekeeper

Let me give you a quick example. I recently connected with a man who is the gatekeeper to Richard Branson. It took me close to twelve months to finally get his attention and have a conversation with him. Immediately after I had achieved my goal, I thought to myself, "How can I share this with others?" I immediately wrote a blog post explaining exactly how I connected with this person and provided detailed steps for others to do the same.

Now I could have had a scarcity mindset and provided limited or superficial details on how to do what I did; however I decided to share everything,

trusting in the law of reciprocity. Whatever secrets I learn, I share with my audience. By being authentic with your audience, your content will quickly rise to the top of your niche. Before you know it, you will have people asking the question “Who created that content and how can I connect with them?”

Chapter 4

Create From The Heart And Inspire

What draws others in is when they feel inspired and feel some form of emotion

An element that you must have when it comes to building influence online is the skill to be able to transfer emotion to your audience. The way traditional audiences have been built for decades is through finding a way to make people feel different emotions. A comedy show might use laughter, a TV drama might use sadness, and a radio station might use frustration.

What I did on Addicted2Success was to link my heart to every article I wrote, and to every video I created. I went above and beyond to create feelings of happiness, optimism, courage, patience, hope, gratitude and inspiration. Regardless of what people thought, I made sure that emotion was pouring out of me in every single way and that I didn't hold back, no matter what.

Share your story

Practically speaking, I achieved this by sharing my story of narrowly missing cancer, and the emotions I felt the day before hospital, then of my battle with anxiety, and then the flaws that those close to me saw in my character. I found it took a lot of courage to be this open as anyone from my family to my work colleagues could have read the article, yet I felt compelled to share my story from the heart as a means to inspire others.

When you think about how to create content from the heart I want you to understand that when you can share a personal story, with a message that inspires people, the response will surprise you. I figured out a long time ago that people just want to be inspired and given practical strategies on how they can take action to a similar situation that they're in. When you link emotion,

inspiration and action together, forms a magical cocktail of ingredients that has the power to reach millions of people with your two sentence life mission.

In order to create emotion in others, you need to be in a peak state as you create your content, for the platform you have previously chosen in chapter one. At first, this can be quite challenging so let me give you some simple tips. What I did right before writing this very chapter was to go to YouTube and watch a few motivational videos that trigger emotion in me. I watched a video of an inspirational shadow act, a video of an enthusiastic choir, and a clip featuring Gary Vaynerchuk that helps me to reconnect with my why and fire up!

Compile some references

The next thing I suggest is to build up a group of references that you can turn to when you need them. Creating content from the heart is very challenging if you haven't got references of other people that have done what you want to achieve. I typically draw on my pool of audio mentors such as Tony Robbins, Eric Thomas, Brian Tracy and Joel Brown to get me in the right state of mind.

Your list may vary to mine and all that's important is that you have a collection of strong references that are meaningful to you. After a while, many of the ideas that you learn from your references get transferred into your content in your own language. I started with lots of references that were not my own and then eventually these "idea seeds" turned into my own philosophies and concepts. This is how content creation starts for everyone including you.

The best example I can give you is when I read a book called "The Law Of Success" by Napoleon Hill that was given to me by a friend. This friend wanted me to read it however, given the number of pages, I was resistant. Once I got about a hundred pages in I began to see that many of the early teachings I got from Tony Robbins, were actually less developed ideas that

came from this book. Many of the phrases that Tony says constantly, come from this book and it has helped make him successful over the years.

The final step in creating from the heart and inspiring others is just to give a damn. If you haven't shed a tear at least once when producing your content, then you are not giving it your all. You are playing at a level that is a long way from number one, and this guarantees that you get lost in the millions of other wannabes wanting to do the same thing as you. Link your heart to every bit of content you create and don't look in the rear view mirror. Focus on where you want to go and how you are going to get there.

Chapter 5

Start The Conversation

Linking your message to build influence on social media

Now that you have your mission, your platform, delivering value to others & creating from the heart, you need to link your content to one social media platform.

The social media platform you choose to spread your message and build influence doesn't really matter. What matters is that you link every piece of content you create to this social media platform. If you choose to do what I did and not try and create your own blog to start with, then whoever's site you are posting your content on will always allow you to link your content to your own social media channels.

Generally speaking, you get to put in one link of your choosing in every piece of content, and you can usually put another few links in the bio section of their site for when people click your name as the author or the creator of the content. This small link may seem insignificant, but it is the easiest way to build influence online. Essentially you are sharing someone else's social media and website audience to attract new people to your mission.

This strategy only works though if you follow all of my previous tips. If the content you create is average, then most of what I am telling you won't matter because people won't care enough to click your link. However, they will click your link if you touch the emotionally and give value. The temptation at this stage of building your influence is to link straight to your own website or to a sales page where you sell something.

My suggestion is that you don't do this. Instead, focus in the early days on narrowing down your niche, and finding what sort of content you like to create. Early on, I created a lot of content around startups but then I later realised that it wasn't startups I was passionate about, it was

entrepreneurship. Whilst the two topics seem very closely related, once you understand the finer details they're completely different subject matters to build influence on.

Back to the early days of my journey, I started by linking everything to Facebook. The reason I did this is because I felt it was a good platform for me to share content on and it was something I was already using. I should point out that the number of followers on Facebook doesn't really matter. For me, the followers I have are highly engaged, and that's more important than thousands of followers who never have a conversation with me. The whole purpose of beginning on a social media platform first is to start a conversation around what you're doing online.

It should be a place for people to take the ideas you have shared with them and add their own perspective. What's interesting for me is that a lot of my Facebook engagement is actually via the message app and not so much on my wall. A social media platform is also a great way to test things. You can trial small pieces of content to see what people react to before spending time creating an hour long video about it.

Don't try and be everywhere

The quickest way to fail on social media is to become obsessed with being on every platform every day. I have tried this myself, and I just ended up burning out. You need to do one social platform and do it well. I found that just getting into the habit of posting regularly on Facebook really helped me in the longer term to ensure there was always a conversation to engage with.

Another idea to try is to see if you can get access to a large organisation's "Social Media Command Centre." A command centre sounds like something out of Star Wars, but it's actually something that many large companies use to track what people are saying about their brand. These command centres typically use software such as Radeon 6 to do what is called "*listening*." In social media geek language, this is where an analyst can see what everyone is

saying on social media in real-time, and respond. Through my day job I had the chance to do this many times and it was the strategies I learned through this experience that took my skills of starting a conversation on social media to the next level.

Finally, when it comes to starting a conversation on social media to build influence; when you post, stay online for a while so you can react in the moment. When someone comments and then you reply straight away, it starts a conversation. This increases the visibility of your post – this is especially important on channels like Facebook that have low organic reach.

Chapter 6

Launch Your Hub

It's time to create a website that becomes the hub for your online influence

In a world where we live a large proportion of our time online, at some stage, you need to start a personal website that everyone can view. Ideally, at this point, you will have absolute clarity on your mission and the exact niche you represent. Knowing these two things will make building your website, much easier.

Think of your website as a hub where people can go and find all the different social media platforms you are on, see blog posts that are more personal, contact you directly, get closer to you as a person, and most importantly, subscribe to your email list to stay in touch. The purpose of this site is for it to represent you, with your name being the web address and not a brand of any type – a brand can come later.

The challenge with social media is that you don't own your followers contact details. This means if you want to create value for your followers then you have to hope they see your post which there is a high chance they won't. The advantage of a website is it becomes your hub so you can collect people's email addresses and share weekly or monthly updates with them.

This personalises and deepens your relationship with your followers. It's important to remember irrespective of what social media platform you use, not everyone uses that platform all the time, whereas everyone has an email address. Over time, your influence will grow as your subscribers share your website with their friends. I am no website developer so let me give you some tips that anyone can follow:

Blog

Whatever the format is of your website, it must have a blog to build influence. For this reason, I typically like Wordpress websites. Unlike the other sites you are posting on already, these blog posts can be a lot shorter. I like Seth Godin's blog post format, which can be a great way to start.

Freelancers

A lot of us have no idea how to build a personal website, and so I suggest using a freelance website like Upwork to find someone to do it for you. The downside is that the whole site is in US\$, so, if this is not your local currency, you will be hit with foreign exchange fees.

That aside, you can get someone pretty quickly through a site like this. The key is to find a few websites you like and include these in the brief to the freelancer, mention them to the developer. I also recommend using a website like Envato to get a custom website template rather than building something from scratch.

Professional Photos

On the front of the site should be a picture of you to make it feel personal to your visitors. The best way to do this professionally is to get a proper photographer to photograph you. It may cost you around \$200-300, but it's worth every cent.

Web Hosting

Do some research on hosting and don't go for the cheapest one you can find. Track down a reliable provider so that your site doesn't go down all the time

and it's a positive experience for your users. Try a website like Whirlpool to research hosting providers before you sign up for one.

Load Time

I learned this point the hard way. Initially, my website had a high-resolution picture of me on the front page and a plugin that was slowing down my site. I noticed in Google Analytics that users were staying on my site for a very short time. Upon further investigation, it was because my site wasn't optimised to load quickly.

Get your web developer to optimise your site when they build it, and use your hosting provider to check the load time of your website. Whenever you post pictures on the site, ensure the file size is small (less than 100KB).

Logos and graphics

You will need to have a logo and a few graphics for your site and so this can be done easily through a site like Speedlancer. I used them quite a bit because it's cheap, and they deliver in four hours.

Check the mobile version

Another point of pain for me was that I discovered around 50% of users coming to my site were on a mobile device. The mobile version of my site didn't show the photo of me or the subscribe button, so it was essentially useless on a phone. Ensure you view your final site on a few different phones and make sure it's easy to subscribe.

Avoid too many pop-ups

Given that this site is your personal page for people to connect with you avoid having too many popups of ads or subscribe boxes. Generally, one is acceptable but so many sites have a thousand popups, and it's just a bad user experience.

Link a landing page

A more advanced tool you can link to your main website is landing pages. The point of a landing page is to create one action on an entire page, like gain a subscriber, offer an eBook, or sell a product. Professional landing page companies can give you a page that is able to highly convert a particular action without any distractions. This can be a great secondary page you can link to for specific actions down the track like events and webinars.

Chapter 7

Find Your Pillars Of Influence

Growing influence is all about a few raving fans

It's easy to think that you can never be an influencer online and inspire millions of people in the process. I mean you, and me, we are just average people, right? Wrong. All of us have within us the ability to change the world in some way through channelling our passion, emotion, focus, and vision together. I remember I used to think that you had to have a few hundred thousand followers before you are officially achieving any level of online success. The confusing thing is that it's not the number of followers you have that determines your level of influence, it's how highly engaged your followers are.

Many of the online sites that appear to have millions of followers often have low levels of engagement and the followers they do have were either paid for or built a long time ago when it was easier to do so. To create online influence, you only need a few of what I call "*Pillars Of Influence.*" These pillars of influence are people who are raving fans of what you do and they will typically follow, comment, share, and engage with everything you do.

The way you attract these people and keep them interested boils down to one thing: the way you treat them when they first reach out to you. If you're rude and arrogant when they contact you, they will most likely not come back or support you any further.

The mindset you need to adopt is that every person that contacts you could potentially become one of your pillars of influence so treat everyone nicely and don't be a knob head! I can remember in the early days I only had one raving fan, but this person went around everywhere spreading the content I was creating, and still to this day they keep doing this. No matter what, you can't buy raving fans. You can only attract them, and retain them. The game-changing time comes when you have a raving fan who is also a mega-

influencer themselves. I have been able to get a few of these, and the impact they have when they share something I have created is again something I could never buy. It takes a long time to find these mega influencers, and I found that they could be enjoying your content for years and still never let you know that they are. There are always people watching, and consuming your content even if you don't know about it.

To bring your raving fans closer, you can do a few things like mention them in your content, send them an email once in a while, and share the content that they create. I go out of my way every day to support my raving fans and see what they are up to. It creates this great two-way exchange of value, and they can begin to feel like friends or even family as time goes by. The best part about raving fans is that they often don't want anything from you. I have found that they just want you to know they are there and for you to keep doing what you're doing.

Shout out to all my raving fans who always support me, much love ☺

Chapter 8

10X Your Online Influence

Take your results to the next level with these final pro tips

If you have done everything else I have recommended in this eBook then, this chapter is the one you want to read to get the pro tips. The tips mentioned in this chapter are mainly targeted towards people who have successfully completed all the other points mentioned in the previous chapters, and who have been at it for a while. If you try these tips too early on in your online journey, they typically won't work.

Create content for other sites

Once your base platform is big enough, you can do some guest posts on other websites every so often. This helps you reach a larger audience who may not be familiar with your work. Aim for popular sites if you can, to have the most influence, with the least amount of effort. Be sure to link every post to your personal website.

Get traditional media attention

It may not be obvious to you, yet a simple way to get media attention is to reach out to journalists through either LinkedIn or Twitter. It's very easy to do (a little too easy) and can help to build your influence significantly online. Send them a short message, with no more than nine sentences split into three paragraphs, and tell them that you would love to either create a piece of content for them or be featured as an expert in one of their upcoming articles, videos, podcasts or radio spots.

If you can demonstrate a reasonably high level of online influence, then they are usually all ears and will at least hear you out

Hire a virtual assistant

As your influence skyrockets from the tips I have shared with you, you will require a virtual assistant at some point to respond to inbound enquiries that come through to you. As I mentioned earlier, ideally, you need to respond to everyone if you can, and this is impossible to do all by yourself. A part time virtual assistant can help you a lot in this area, and they are relatively low cost if you get one from a site like *Freelancer.com*.

A word of warning though, if your assistant responds to any messages, make sure you get them to say that they are not you. Failing to do this can create more harm than good because you will have someone pretending to be you, and your true followers will see this from a mile away.

Start a podcast

Once your influence online is properly established, a podcast can be a good way to bring in experts who you admire to spread your message further. These experts can also help give you more credibility in your niche and often they can even become your friends.

Experts can also increase your reach because you can get them to share your podcast with their own audiences and this will expose you to new people who may not know you. Regarding frequency, from what I have seen through the people I know who have been highly successful at podcasts, 1-2 times per week is an ideal frequency to post new episodes.

Speak at events

Speaking at events can be an awesome way to connect with people in a closer way. Normally, if your influence is big enough, speaking opportunities will come from people who view your content. If you have to actively go out there

and find the gigs than you might be a bit early for this pro tip. Having said that, if you want something bad enough you can make it happen and be successful at it.

Chapter 9

The Final Chapter (For Now)

Some parting words to inspire you

You made it this far ladies and gentlemen so congratulations! Hopefully, you have learned a few things a long the way and have listened to a few stories that have demonstrated how you can practically build online influence to inspire millions of people.

Remember that success takes time! You now have the tools to get started on your ultimate vision, so it's time to put in the work and get started. If all you do is read this eBook and then do nothing with what you have learned, then you will never build something. All business, all money, all success, involves some level of being able to create influence. Life is boring when you are alone, and we are hardwired to want to connect with other people just like us. Sitting in front of the TV, playing video games, eating junk food on the couch, will never get you anywhere in life. The way to get somewhere is to add value to those around you and ignite your passion.

I started my online journey with no knowledge and no experience and was self-taught most of what I know. It's not hard, and anyone can do it. You just have to be fine with the idea of not having to be perfect or professional from day one. The more you create content and be visible in the online world the better you should get at being you. Don't try to be anyone else because the world only wants to see you, and see what you're capable of.

You have unlimited potential and a message that the world needs to hear. Find out what that message is, and spend every day of the time you have left on Earth to pursue your dream. Don't ever let anyone stand in your way.

To follow more of my words of wisdom visit TimDenning.net