



HOW TO BECOME AN INFLUENCER

A BEGINNER'S GUIDE

**OUR MISSION
IS TO CULTIVATE
MEANINGFUL
PARTNERSHIPS AND
OPPORTUNITIES
THROUGH HONEST
DESIGN**

At Runwae we strive to empower brands and influencers while serving them as a reliable, trustworthy resource. We believe in protecting our users and forming profitable connections between them above all else.

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GETTING STARTED

TAKING THE FIRST STEPS ON YOUR JOURNEY TO BECOMING AN INFLUENCER

As with any hobby or profession, becoming an influencer can be a fascinating journey and an intense struggle.

Good news! You've taken the first step!

Surrounding yourself with resources is a key step in accelerating your growth as an influencer. In this guide, you'll learn how to build your personal brand, engage your audience, and get collaborations with the brands that you love. Return to this handy guide from time to time for a refresher on important tips and best practices.

A few things before we get started.

Influencers have been around for some time, but they have been gaining a lot of popularity in recent years. Social media has made it so that any person can become an influencer by providing them with immediate reach and connectivity. In addition to increasing the number of influencers, social media has made influencers very valuable to brands. Brands can partner with influencers large or small in order to increase brand awareness, communicate with their consumers, and drive sales. As a result, the influencer marketing industry is increasing drastically..

That's where you come in. You're on your way to becoming a force for the culture and a strategic asset for some amazing brands. Remember the power of your influence and the responsibility that comes along with it. Most of all, remember to stay true to yourself and remain genuine.

Here's to an exciting journey!



UNDERSTANDING YOUR MOTIVATION

The motivation for being an influencer varies among individuals. Some influencers value the positive impact of their influence while others value the attention that they receive from their audience. For many professional influencers, money's the motivation. Though the intrinsic motivation can fluctuate, there are a few paths that lead to an individual becoming an influencer.

Some people are naturally extroverts. Their probability of making new connections is higher than the typical person because of their inclination to spark up a conversation or speak up. Introverts may stay to themselves in identical situations. This basic quality of extroverts can lead to a large number of connections. This network creates the opportunity to influence those people that a person is connected to.

However, people can also be popular for a variety of other reasons. Being known for a rare skill or a single accomplishment can cause a person to be popular. Having a fascinating story or set of experiences can increase popularity through word of mouth. Looks alone can cause people to be popular. Being familiar to many people creates a channel to influence those people.

Some people choose to become an influencer as a career path. This is happening more often in today's landscape. Without any prior following, anyone can become an influencer. This has proven to be a very feasible career path for many people. These influencers typically have or gain experience in audience communication, brand building, and product placement.

Finding Your Passion

Your brand and content should be an extension of your identity. Find what you're truly passionate about and you'll never work a day! Start here, because your passion will give your content purpose and be the anchor of your influence. This step is a key to never running out of great content.

Finding your true passion can be difficult. Having a set of questions could help you reflect and gain clarity in the midst of distractions. A few questions you might ask to find your passion are:

- 1) What do you desire most?
- 2) What do you dislike most?
- 3) When are you happiest?

After finding your passion, identify what makes you unique. This will help you hone in on your niche and ensure that you stand out from the mass amount of influencers on social media.

Finding The Right Medium For Your Message

Your medium should be at the cross section between the people you want to reach and the way you want to reach them. Select a platform for your message that supports the type of content that you want to create. Do you want to reach your users in short videos that are a few seconds long? Are you looking to capture your style in pictures? Do you want to give your take on hot topics in a short text? Make sure you choose your take into consideration when deciding where you want your content to live.

Make sure your message gets to the right people.

Each platform has a demographic that constitutes the majority of its active user base. Select a platform that your audience is likely to be using. Don't place too much weight on this or overthink it. Your content will end up reaching people who people that you didn't intend it for.

CONTENT

WHAT TO SAY?

PROVIDE VALUE TO YOUR AUDIENCE
CREATIVELY AND CONSISTENTLY

YOUR STORY

SHOW US

Do you have a set of experiences that make you unique or relatable? Tell it in your own way. Your never know the impact that your story might have.

YOUR THOUGHTS

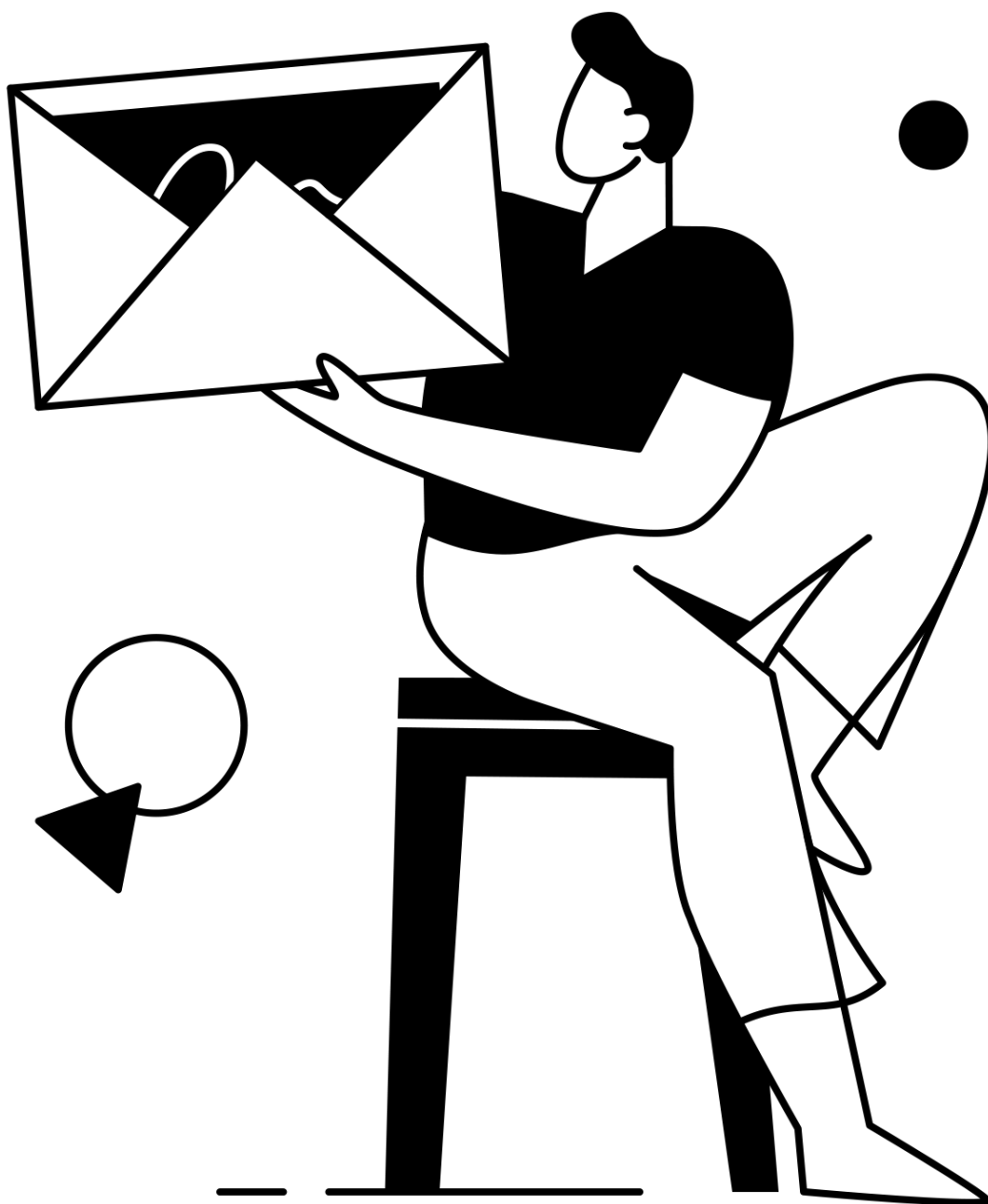
TELL US

Do you have powerful views or beliefs on a specific topic or a variety of topics? Share them in a way that your followers will understand and appreciate.

YOUR JOURNEY

TAKE US

Not sure where to start with you content? Start where you are. Build your audience by sharing your passion or journey to becoming an influencer.



GET PAID TO POST

BY YOUR FAVORITE BRANDS



SHAPING YOUR CONTENT STRATEGY

Your content should be quality, consistent, and valuable.

Implement strategies that help you build your content on these pillars. Working on your passion is a key ingredient. If you don't have a deep appreciation for your subject, creating content can become tiresome quickly.

Provide value to your audience in some way. This can be information, motivational, inspirational, or pure entertainment. In turn, your following will be more prone to support any ask or recommendation that you may provide in the future. Be sure that you maintain a unique approach in your content that separates you from the rest.

Aim for content that is accesible. If you're an artist, set up your work station so that you can film yourself working, or set up a gallery so you can photograph your finished products. If you have to travel to the end of the world for good content then you should rethink your content strategy.

YOUR FIRST COLLABORATION

AS A PROFESSIONAL

**BUILD UP YOUR
RESUME AND
SKILLSET BY
PARTNERING WITH
SMALLER BRANDS
THAT ARE
LOOKING TO
GROW**

Don't sit around and wait for your first opportunity. Be proactive and start positioning yourself now.

You've found your niche, chosen a medium for your content, and crafted a durable content strategy. Shouldn't the brands be at your feet? They will be soon enough. Be intentional in your next few moves because they will determine your trajectory going forward.

Before searching for opportunities, be sure that all of the basics are taken care of. Configure your profile to make brands aware that you are available for influencer opportunities. Post content that shows how well you can market a brand if given the opportunity.

Join Runway or a similar platform that gives you access to opportunities from brands who are searching for influencers. Show your interest in being an influencer for their brand. Search influencer marketing hashtags on social media to catch brands who are in the search for influencers. Reach out to brands through direct message and inquire if they are looking for influencers to promote their product. Let them know that you're a fan of their product and tell them what you love about it.

It may take some time to work your way up to the big players. Partner with smaller brands who are focused on growth. Provide value to your audience consistently and build a reputation as a credible influencer.

COMMON MISTAKES TO AVOID

D The path to becoming an influencer is unique for every individual. A single promotion inquiry from a brand can trigger a chain of events that cause an individual to be an influencer. Another influencer may build their audience up from nothing in order to receive promotions from brands. Wherever you may be, here are a few potholes to look out for in your journey.

Many influencers try to grow while being detached from their base. Your followers are your consumers, and their satisfaction should be a priority so long as providing it aligns with your values and goals. Therefore, much like any other brand, you should engage consumers regularly and encourage feedback. This ensures your supporters that you care about them and value their input and allows you to understand what your supporters like and dislike about your content. This awareness can give you additional perspective when going about creating content. They may even give you a few unique ideas.

Be loyal to your support base first and foremost. They enable the opportunities that you will benefit from.

Form this base by providing your audience value in a way that aligns with your brand. Many influencers search for a valuable collaboration in hopes that it will boost their following. The most effective influencers use other brands to compliment their personal brand.



DECLINING A COLLABORATION

Show Gratitude

Thank the other party for their consideration. If any at all, show appreciation for their craft. Establish a reputation for sincerity.

Genuine Explanation

Thank the other party for their consideration. If you have any at all, show appreciation for their craft. Establish a reputation for sincerity. A few explanations might include timing, resources, or alignment between values or mission.

Be Open Minded

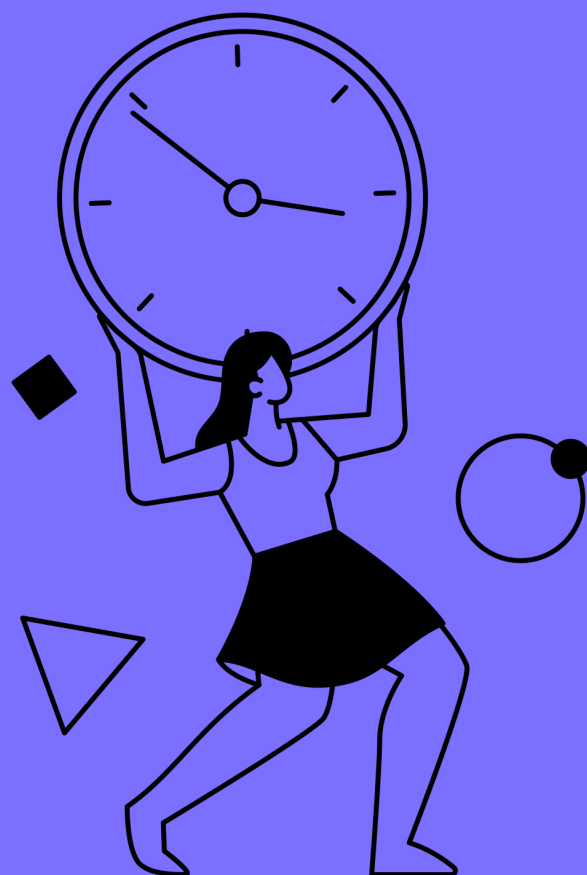
You never know what the future holds! Tell them you'll let them know if something changes! Keep in touch!

Declining agreements can be just as important as accepting them. As a professional influencer, your reputation will proceed you in many engagements and it will determine the disposition of potential supporters.

WHY RUNWAE?

What we do best

Runwae is a free platform for agreements between brands and influencers



INFLUENCER OPPORTUNITIES

Find the latest influencer marketing opportunities from brands in your industry. Brands accept or reject proposals from influencers on Runwae. Marketers set their budget for each influencer marketing opportunity. Sit back and watch compatible influencers show interest, then select your top candidate!

TOP SPEED

Why wait for brands to find you? Use Runwae to find brands who are looking for influencers to help spread awareness and increase sales. Show interest in an opportunity that seems like the perfect fit for you! Submit a quality proposal to the brand, then get paid to post in no time.

SECURE AGREEMENTS

Runwae gigs are designed to ensure compensation for marketers and influencers in every transaction. Use Runwae to screen brands and influencers before collaborating. View their social media profiles and the marketing agreements that they've completed on Runwae.

EXPANDING YOUR NETWORK

Brands and influencers from all over are using the Runwae platform. Pick up on tactics and best practices for influencer marketing by viewing opportunities and completed agreements. Use Runwae to connect with brands and influencers on other platforms.

A BEGINNER'S GUIDE TO BECOMING AN INFLUENCER

Brief Summary

CLEAR MOTIVATION

Understand why you want to be an influencer.

Why do you want to be an influencer? Some influencers desire attention from the masses. Others like creating content and getting paid to do it. Having this clarity from the beginning will benefit you on your journey.

CHOOSING A MEDIUM

How do you want get your message across?

Your medium should be appropriate for the type of content you want to make. Keep your audience in mind when selecting a medium to make sure you can reach them.

FINDING OPPORTUNITIES

Don't sit back and wait. Start now!

Work your way up by collaborating with smaller brands. Build a loyal following and showcase the power of your influence. Be sure to collaborate with brands that you admire or you could lose your base quickly.

FINDING YOUR PASSION

Where do you want to focus your energy?

Your passion will be the anchor of your influence. It will impact the identity of your audience and inspire much of the content that you create. Becoming an influencer can become more work than play very quickly, so be sure you're following your passion.

CREATING CONTENT

Consistently provide value to your supporters

Whether you share your style, thoughts, or journey, create content that provides value to your followers. Remember that quality and consistency is the key to an engaged following.

COMMON MISTAKES

Engage your audience. Make them a priority.

You're not in this alone! Use your audience to improve your content. Understand what they value and what they dislike. Never forget that your power is in your following and that providing value to them first and foremost is your top priority.

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