

CHANGE CREATOR



Shifting
the
mindset

J

ELL

B R O W N



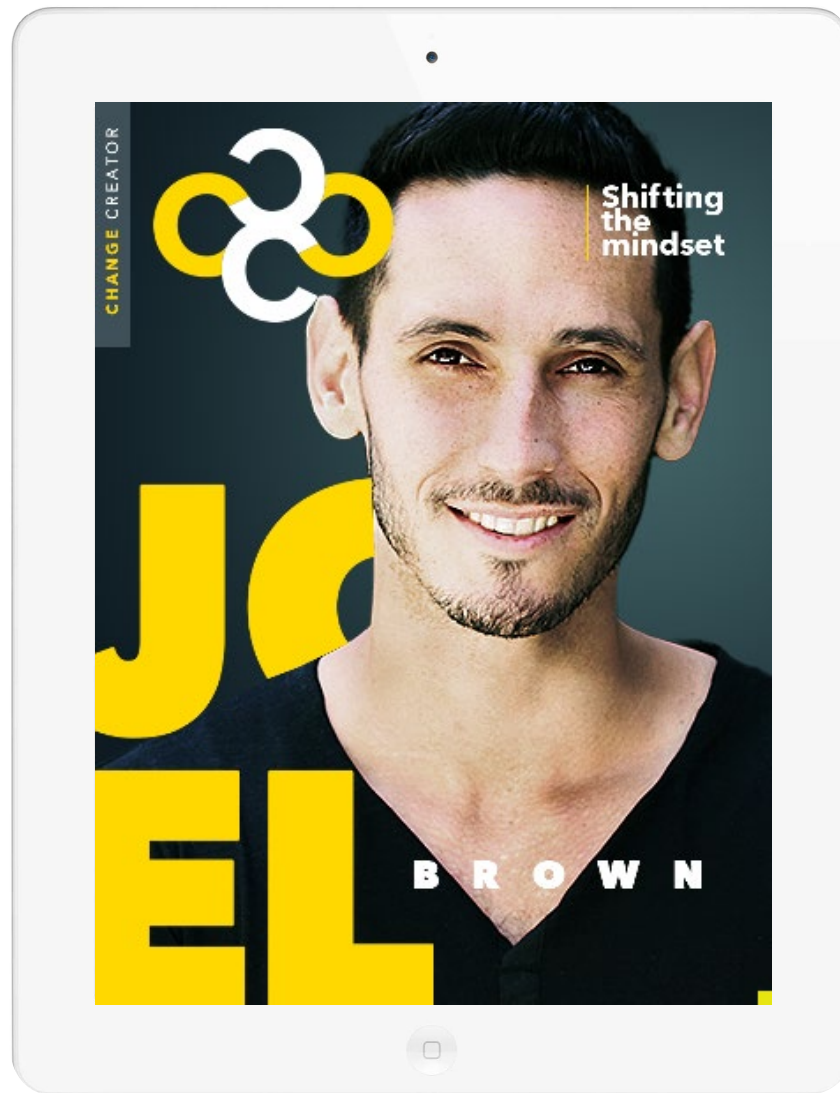
TAP AND HOLD SCREEN
TO SHOW THE TOP BAR

TAP "HOME" TO RETURN TO
THE APP HOME PAGE

How to use this app



SWIPE
HORIZONTALLY
TO GO TO THE
NEXT PAGE



TAP AND
HOLD SCREEN
TO SHOW THE
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SWIPE
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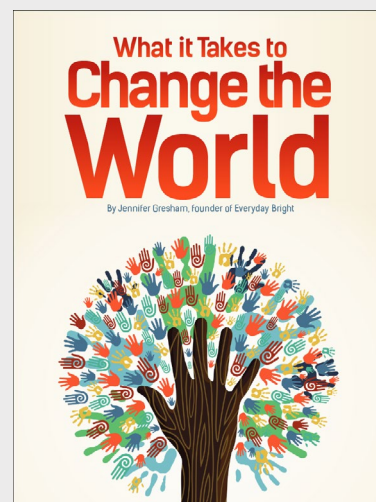
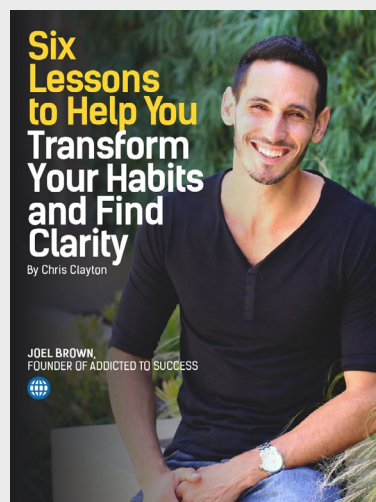
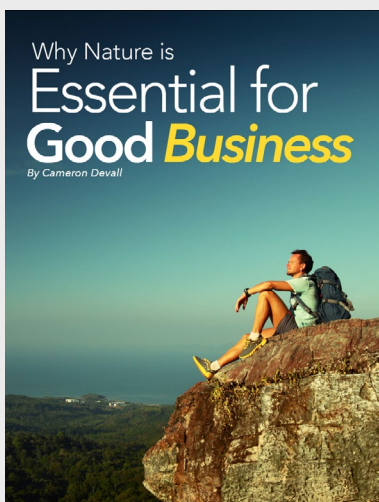


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Always Changing

Have you ever thought to yourself, “If I can just do [enter your thought here] I’ll be all set; I’ll be successful?”

My guess is that you have. The interesting part is that most of us probably have different answers because it’s whatever someone decides success means to them.

People have studied success for many years to understand the traits, mindsets and behaviors of successful people. Since we all have different experiences, we have different habits and thoughts. When you see someone living the life you want, why not get a few tips?

This leads you to make some changes, right? We call it self-development, and we are always changing. But what direction are we going, and who do we want to be?

In this issue, we feature Joel Brown on the cover who knows habits for success and how to transform your life.

For example, experiences such as traveling the world, might offer us great wisdom and change our lives. Or simply becoming aware of everyday habits and changing them can change your life.

As Joel states in our interview, “We must take control of our own lives.”

Get a clear picture of where you’re going; just start, and embrace change.

Adam Force



Why Nature is Essential for Good *Business*

By Cameron Devall



There are numerous articles, blogs and gurus that claim to have the secret to business success. It can, therefore, be difficult to believe that it could be as simple as “nature.”

It comes down to the general well-being of individual entrepreneurs that can be enhanced and improved by nature and all of its wonders. These benefits are what generate the incredible results felt by those business leaders who take time to experience the world around them.

Not only have there been a range of [studies](#) that have shown the mental benefits to having a deeper connection with the natural world, but also there are business lessons to be absorbed through observing our surrounding environment.

Nature is:

- Serene and humble, yet powerful,
- An elegant battleground of the survival of the fittest,
- A display of the constant need for purpose in every action.



Here we will focus on why we need nature in our lives and how that can be easily achieved in a professional environment.

The Necessity of Nature

Body

The benefits of nature on your overall health seem to be **endless**, but essentially it comes down to reducing stress.

Nature is immediately relaxing to us as it is filled with colors, sights and smells that human beings are programmed to find soothing. Any advertising expert knows that colors have various **effects**, and the blues and greens of the world are naturally beneficial to our stress levels.

With reduced stress comes a whole range of health benefits including **lower heart rates, reduced anxiety and a heightened immunity.**

Mind

Closely related to the benefits of the body, the natural world has been shown to greatly improve mental wellbeing. The entrepreneur with a sharp and tranquil mind is the one who will always do best in more stressful situations.

Soul

You don't necessarily have to believe in a traditional soul to be able to see the benefits of nature on the more spiritual side of an individual.

It can be described as a **“oneness, a deeper understanding and an inner peace.”**

While these concepts are related to the mind, they represent so much more than day-to-day thoughts. For those who want to succeed in business over an extended period of time, it is crucial to manage the “soul.” Many of our included methods will assist you in achieving this on a regular basis.



Including the Great Outdoors in Your Daily Routine

1

Look Out the Window

Many individuals, when they first hear this method, think that it is too basic. That is, until they try it out. You will be amazed at how many details you have missed when you really take the time to look at what you should have been seeing every day. This not only gives you a dose of nature as quickly as possible, but also trains the mind to notice more and reap the benefits.

2

Transform your office into a shrine to nature

Whether you hang panoramic views on your walls or include plants and stones in the decor, every little bit helps. This effect can even be achieved with the use of roughly-carved wooden desks.



3

Nature Is More Than Just Trees

Being outside gives you more than just contact with nature. Sunshine plays a huge part in our mood and productivity. If you are not lucky enough to have an office with sunlight from dawn till dusk then there are a range of products that provide great alternatives.

4

Go for a Walk

Explore your city, find local parks and make sure you spend some time each day around nature. It seems simple, but it is often the most neglected method to getting in touch with nature and one that can be put into practice every lunch break.

5

The Comfort of Your Own Home

As every entrepreneur knows, work doesn't stay at the office. Connect with nature at home through watching documentaries and reading National Geographic, all from the comfort of your couch. Even an action as simple as this has been shown to have a range of positive effects on the mind and body.

6

Redesign Corporate Events

Forget the usual corporate venues and take the entire office outside; think zoos and national parks.

7

Outdoor Sports

You don't need to go on a two week long vacation; make what you do after work and on the weekend part of your experience of nature. You can choose to battle it through adventure sports or observe it through bird watching.

8

Into The Wild

Hiking vacations, canoeing trips, jungle adventures – at least once a year spend as long as time, and as much as money allows exploring nature.

9

Animals

Whether this is achieved by owning pets or visiting exotic animals in a zoo or safari, up close encounters can give you a quick dive into the more remarkable aspects of nature.

10

Meditation and Yoga

One of the most interesting ways to connect with nature is through the oneness of yourself. Meditation is an ancient technique for getting in touch with your surroundings. The more amongst nature you can be when meditating the better.

No Such Thing As Anti-Work

Often entrepreneurs hold the view that time spent away from the desk is time wasted, but this is certainly not the case. There is value in any activity if it generates a better mentality towards business and places you into a more productive state.

Your wellbeing makes all the difference to your company. The experiences you have will add new direction, and your happiness will positively affect the morale of the entire company.

Nature is the key to achieving this and gaining the rewards that accompany it.



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***10% OF THE PROCEEDS** FROM THE SALE OF THIS ISSUE
WILL BE DONATED TO CLEAN WATER.



 ITUNES

 GOOGLE

A man with a beard, wearing a black jacket and blue jeans, stands in the foreground with his arms outstretched. He is positioned in front of a massive, cascading waterfall that fills the background. The scene is set in a rugged, rocky landscape with some snow or ice on the ground and the surrounding cliffs. The sky is a mix of blue and pinkish hues, suggesting a sunset or sunrise. The overall mood is one of triumph and achievement.

THE CHALLENGE AND RESOLVE OF BECOMING A SOCIAL ENTREPRENEUR

BY AARON COHEN, WRITER AND ENTREPRENEUR



JONAH BROTMAN,
CO-FOUNDER OF OPERATION GROUNDSWELL

As an aspiring Social Entrepreneur, you've probably wondered how to make a bold career change. Maybe you've had an idea for a radical, disruptive business, only to be ridiculed by friends, colleagues and family when you share your plan. This was certainly the case for Jonah Brotman, Co-Founder of Operation Groundswell, a Social Enterprise with a mission to "change the way the world travels."

Operation Groundswell is a nonprofit which organizes excursions throughout the world for students and working professionals. The organization established a community contribution of \$615 per participant in all six-week programs, and these funds go directly to partners in local communities that team members travel to. Operation Groundswell believes strongly in youth empowerment, improving environmental sustainability, strengthening education and many other ways to create positive change all over the world.

We sat down with Jonah to learn more about his unique story, and gleaned amazing insights into not only how to succeed the first time in Social Enterprise, but how to establish a pattern of victories and catalyze lasting impact throughout your life.





A Roadmap to Jumpstarting Your Idea

Where do you begin once you've made it past the initial stages of resistance?

Jonah outlined five steps to take your startup idea to the next level:

Idea Generation:

The inspiration for Operation Groundswell came while Jonah was on a locals-only beach in Ghana. The entire experience was authentic, and Jonah was captivated. He witnessed life abroad in his own unique way, and by the end of the day, he knew that he needed to do:

"I realized that telling people what's wrong in the world is only one step. I felt like I needed to bring people to show them what was really wrong with it, and at the same time, show them what was really right about it."

Communities Before Customers:

Jonah summed up the tenets of a true leader as one who “focuses on finding good partners, good projects in good places and puts partners first.” Operation Groundswell continually catalyzes excitement by engaging each community they travel to and co-creating powerful, impactful programs.

Customer Experience:

Jonah wanted to share his powerful and impactful stay in Ghana with others, which led to Operation Groundswell’s decision to primarily offer group traveling experiences.

Brand Positioning:

“I don’t think we had much of a brand in the early days; I think that we were much more of a concept. We were trying to help create an industry. It was less about us and more about the concept of ethical travel. That was our goal from day one.”

Retaining Top Talent:

Jonah and his co-founder believed in “changing the world through travel for the benefit of everyone.” Because of this simple, yet powerful message, Operation Groundswell continually attracts top talent in all of their operations.





Overcoming Your Own Adversity

As a creative thinker with immense vision and an innate desire to effect real change, you must be willing to stick with your idea, no matter what adversity comes your way. For Jonah, he witnessed this firsthand when he was just starting out. After traveling to Ghana and realizing how different the culture was, he could not wait to share his idea with everyone he knew. He believed that creating an authentic experience for others could not only succeed, but help empower people all over the world to become global citizens.

Yet, his idea to build an ethical travel organization met a great deal of resistance and skepticism in the early stages. As Jonah recalled, a big idea is “usually an uncharted territory, and people will laugh at you. It’s going to be hard

at first, it’s going to be uncomfortable; you have no idea if it’s going to work.”

Jonah went on to share how he got started: “I was a Social Entrepreneur before I even knew what Social Enterprise was. We started Operation Groundswell without any real knowledge of what the forthcoming industry would be. We started it at a time when it wasn’t cool to be a Social Entrepreneur, wasn’t cool to have purpose and profit intertwined in your business thinking; you were kind of an outsider, and it was kind of viewed as odd.”

Clearly, Jonah was up against a mountain of opposition. However, he pressed on, believed in himself and his vision, and used this opposition to fuel his passion for success.

Converting Failures into Innovations

Recently, Jonah embarked on another venture to create a Social Impact Investment Fund. The idea was born from multiple failures while participating in a prominent pitch competition sponsored by The Clinton Global Initiative and known as the Hult Prize. On two occasions, Jonah made it to the finals of this competition, only to come in second place and have nothing to show for his team's efforts.

But instead of feeling sorry or giving up, Jonah used these failures as lessons in how to innovate. In our interview,

Jonah said emphatically that the “startup game is not a winner take all thing. I think that we’re building an ecosystem of social enterprises and impact-focused businesses, and seeing more of them succeed is important.”

It was this very wisdom which led to the creation of the Social Impact Fund, which provides greater opportunities for Social Entrepreneurs to receive startup funding and runs collaborative ideation programs. Clearly, Jonah has established a pattern of entrepreneurial successes, and we will keep an eye on what new ideas he has in the pipeline.



Standing in Solidarity with your Customers and Community



Jonah remembers a powerful story from one of his first ethical travel missions. While leading a team in Ghana, one local community advised that they “did not want you guys to come in and be this white-savior complex. We actually want you to run peer-to-peer workshops.”

The team went on to create individual HIV/AIDS workshops for 12 middle schools throughout Ghana’s Ashanti region, often spending hours on the road visiting each school. At the end of every workshop, the team asked students what was the most valuable aspect they took away. Jonah recalled one specific student, who responded: “We’ve heard this stuff many times, we’ve had public health nurses come in, but the fact that you foreigners are coming from so far to tell us this information, it really makes me realize this is important.”

It’s stories like these which demonstrate immense and lasting impact. But these stories can only be told by taking risks and realizing the incredible opportunities which exist throughout the world. To hear more stories from Operation Groundswell, be sure to catch their blog.

FULL INTERVIEW WITH JONAH BROTMAN

Internet connection required

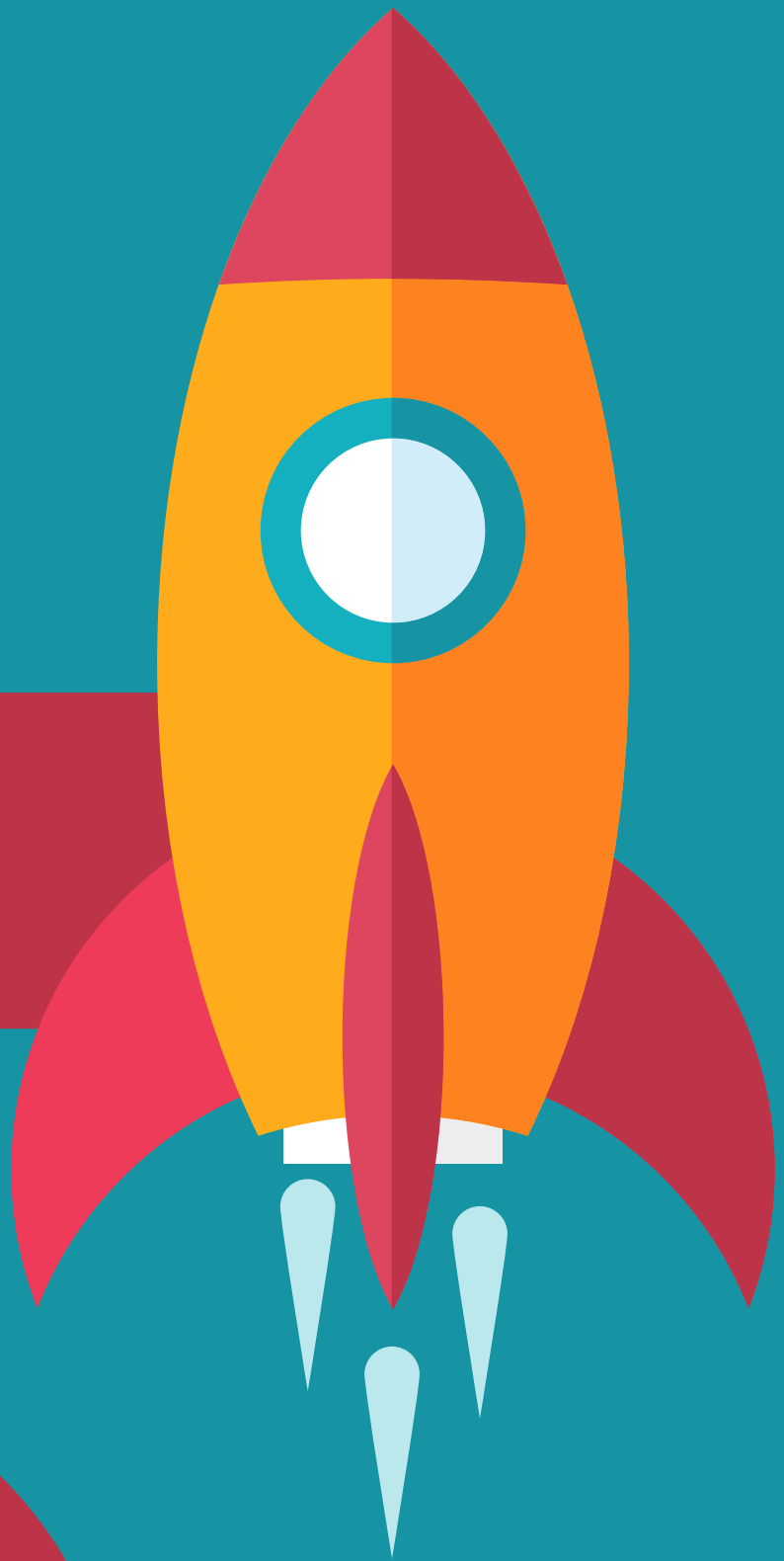


Change Creator
EP08: How to Jumpstart Your Business Idea with
Jonah Brotman

7 minutes

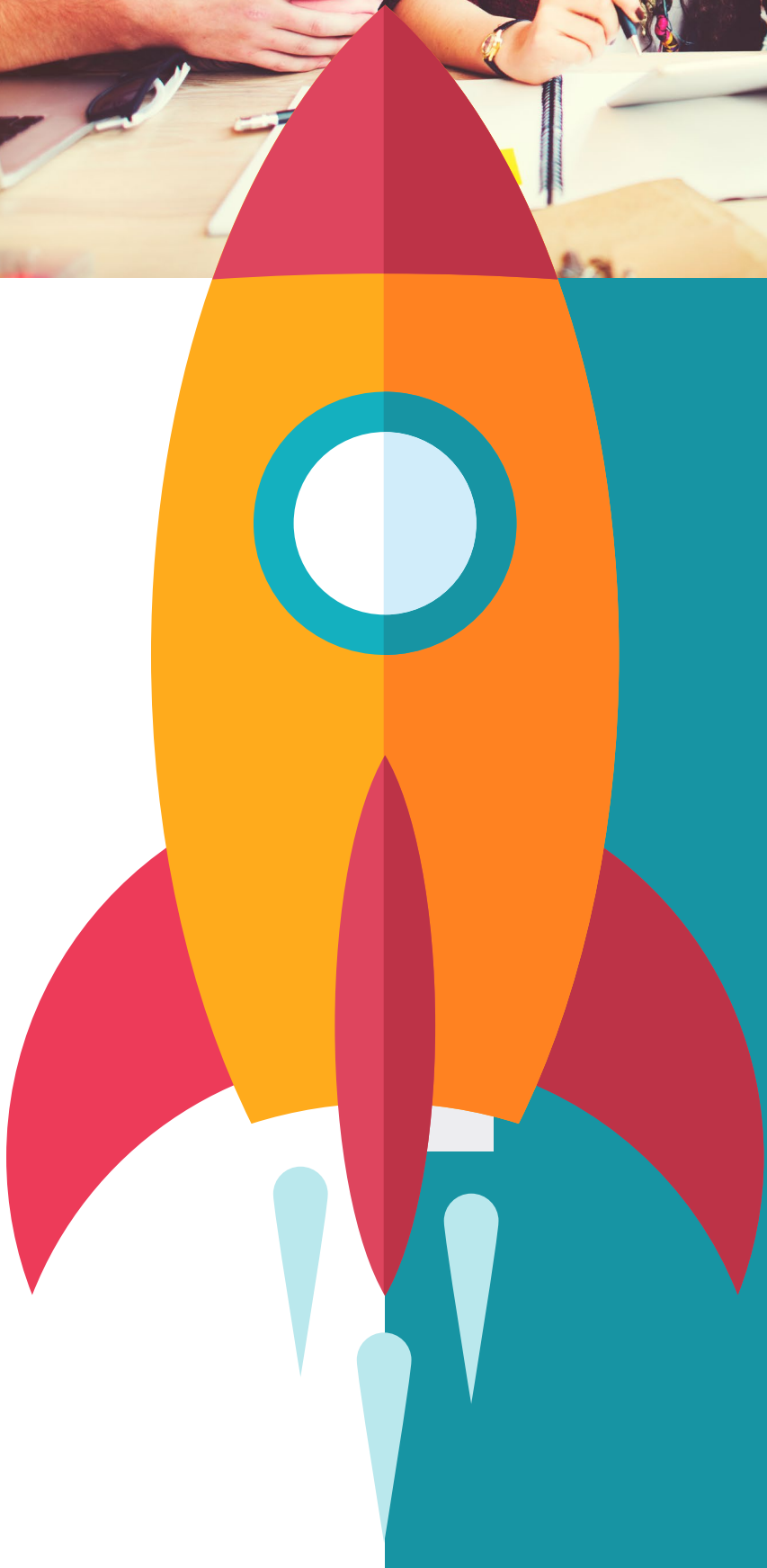
Business





Things That Will Kill Your Social Enterprise Startup

By Makana Eyre



There are endless articles listing 5 or 10 or 20 things that will kill a startup. But what about those of you who are launching a social enterprise? What's out there for you?

Some might argue that the early stages of business and social startups are essentially the same – that you need a strong vision, a product or service, a market, passion, creativity, and so on.

But there are certain things that you, specifically as a social entrepreneur, will face that can make or break the success of your venture.

So, what are the five things that could kill your startup social enterprise?

Not planning

Don't panic – we're not talking about a 50-page business plan with detailed financial forecasts, human resource plans, or expense policies. We're talking about planning out the basic elements of your venture. Without basic planning, your venture will lack focus, likely not achieve the change you seek, and potentially fall apart. So what should you do?

Here are a few ideas:

- Get your idea on paper. Write it out, type it, draw it get it in physical form so you can see it in front of you.
- Then consider the model you will use to make the change you'd like to see. How will you do it? Who will help you? What do you need?
- Once you've got that down, consider some of the challenges you might face and how you'll mitigate them.
- Consider your basic finances. How will you make money? Will you have a social enterprise with a product, will you apply for grants, will you use some sort of hybrid model?

These are the important questions you have to ask yourself. For more information about social enterprise planning, see an article we just ran on the topic.

Waiting too long to launch your service or product

This is a pitfall that plagues both social and business entrepreneurs because your product or service is your baby; it's something you've put your blood, sweat, and tears into, and you will feel that the last thing you want is to release it before it's ready.

We're familiar with the sentiment. It's easy to feel this way. But it's important to be honest with yourself and accept that the chances that your product or service is perfect from the onset are quite low.

What's more, what often happens is people spend lots of time and money on a product or service and then once they think it's perfect, launch it to a market that doesn't need it, like it, or use it.

That's why it's important to launch pilots, test your assumptions and get out there generally with what you plan to do. Don't worry, it won't ruin your project or your reputation. Your market won't turn against you or disappear. In fact, it's almost always the opposite. Your target group gives you feedback, helps you improve your service, and allows you to test the assumptions you've made. So don't keep your creation hidden in a basement. Get out there, test what you've come up with, talk to people and get feedback.

Having an unbalanced team when it comes to expertise

The social enterprise startup is unique because it requires both social development and business acumen to be successful. In my experience, very few people are experts at both. Some are development visionaries – they can see what needs changing and which ideas would help. Others are business gurus who can find the perfect price point, financial model, and business development strategy.

You need both. There's no way around it.

So what do you do? Make sure your team, volunteers, interns, advisory board and so on are diverse in terms of experience and background. Ensure that you have a mix of people around you and on your team who you can defer to for specialized expertise. Avoid at all costs a team of purely business people or purely development experts. Having an overabundance of one can kill your social enterprise startup and hey, isn't it more interesting to have a diverse team anyway?





Not checking your assumptions

This goes for everything. Validating your assumptions is a common business practice, but it's even more vital when it comes to your social enterprise startup. Before you launch your startup and during its early and mid stages, you need to make a list of all the assumptions you made and go out and test them.

For example, a venture I was working with in Cairo came up with a wonderful program for giving women entrepreneurial skills. However, after setting up training and mentorship sessions at various times throughout the day, which we thought would match an Egyptian woman's schedule, we realized that no one could come. The reason? There were many – from cultural norms to bus schedules to the distance of our office to many suburbs. The result was that our first training session was a complete disaster, and it was because we didn't ask these women what time worked best for them.

When you're launching your social enterprise startup, you need to talk with your beneficiaries: ask them questions, get the details of their lives, ask them whether your assumptions are true, gather data, send out surveys – do whatever it takes to understand what the reality on the ground is.

Venturing out alone

This may sound like simple advice but you'd be surprised at how many social entrepreneurs don't take advantage of the people and networks around them. The advice of people who have previously launched a social enterprise can be life saving to your venture. It can help you avoid common mistakes and expected pitfalls, and can give you the courage to continue when you're struggling.

I don't mean to burst your bubble, but you can't do this on your own. No successful ventures, business or social, have been built with the hands of just one person. It simply doesn't work like that. So reach out to people, ask for advice, make calls, make friends, talk to people, ask questions. The most important take away is that people want to help you; you just need to ask.

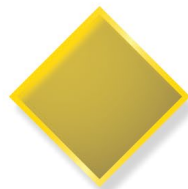
Makana Eyre is a writer and consultant for organizations working in the social enterprise and development space. He has worked for Microsoft in Brussels, Ashoka in Cairo, and has consulted for NGOs and social enterprises in the Netherlands, Belgium, Poland and the U.S.



Change Creator Book Recommendation

THE RESPONSIBLE ENTREPRENEUR:
HOW TO MAKE MONEY AND A DIFFERENCE

THE RESPONSIBLE ENTREPRENEUR



FOUR GAME-CHANGING
ARCHETYPES FOR FOUNDERS,
LEADERS, AND IMPACT INVESTORS

CAROL SANFORD

FOREWORD BY JOHN FULLERTON, FOUNDER AND PRESIDENT, CAPITAL INSTITUTE

JB JOSSEY-BASS™
A Wiley Brand



▶ *The four responsible entrepreneur archetypes: Carol Sanford at TEDxBellevue*

Have you ever thought about pursuing work that had more meaning? Do you want to change the world through the way you live your life and make a living?

Carol Sanford is one of the most trusted names in responsible business development. She has tremendous experience and expertise in helping major corporations think systemically and work responsibly. In this book, she offers a blueprint for any entrepreneur who wants to pursue work of a higher order.

But what is a responsible entrepreneur? Responsible entrepreneurs are leaders seeking to transform industries, systems, communities and even society itself. They challenge and refine cultural assumptions, laws, regulations, and even the processes of governance. This requires them to do and think far beyond what is usually required of business leaders.

She maps this journey through four archetypes:

- The Realizing Entrepreneur: Industry Game-Changer
- The Reconnection Entrepreneur: Society Game-Changer
- The Reciprocity Entrepreneur: Culture Game-Changer
- The Regenerative Entrepreneur: Governance Game-Changer

This book will help you understand how to think about and approach responsible entrepreneurship through great examples of icons like Richard Branson. It's inspiring and motivating.

"Individuals, acting on deeply held beliefs and passion, are boldly imagining and bringing into existence a different world. Whether you're a business entrepreneur, a social entrepreneur, an investment entrepreneur, or an academic, artistic, or civil servant entrepreneur, devour this important and wise book." --John Fullerton

BUY ON AMAZON

Six Lessons to Help You Transform Your Habits and Find Clarity

By Chris Clayton



JOEL BROWN,
FOUNDER OF ADDICTED TO SUCCESS

With a website that has received more than 50-million unique visitors, a popular podcast show, and an upcoming role along celebrities in the movie, RiseUP, Joel Brown is, by most standards, a successful man – some might even say he is addicted to success.

Indeed, **Addicted2Success** is the name of Joel's thriving self-development brand. It is a name which he admits might cause a little eye-rolling in some people. But this is not the self-serving tale you might expect.

Joel Brown's mission is to pass on the tools, habits, and mindset that make people successful. The rewards he gets are just a pleasant side effect of his always-giving mentality. He loves nothing more than sharing practical and proven steps so that others can achieve their desires.

LESSON NUMBER ONE: THE MORE YOU GIVE, THE MORE YOU GET.

It's Okay to Change Your Passion

Some people find their “one” passion early and spend their whole lives dedicated to fulfilling it. Joel Brown was not one of those people. He had stints in the music industry, sales, and even spent time saving wild animals in the desert in North West Australia. Except for the music industry, nothing else stirred his passion.

Passion, it seems, is a curious thing. One day you might have it, and the next day it could be gone. At age 13, Joel knew he had a passion for music. He loved beat-making, producing, and DJ'ing. He even started producing shows for local radio stations after exercising his instinctive persuasion skills.

Throughout his tender teen years, Joel showed the kind of persistence and determination that was sure to lead to a long and thriving career in the music industry. However, he gave it all up. Somewhere along the way he lost his passion for music.

Giving up on music was the first time Joel had given up on anything, and it felt strange. He knew, however, that it was the right thing to do. New life experiences and changes in the way we look at life can cause a shift in the things that once made us passionate.

That is what happened to Joel, and so he left his music career behind. But, not long after, he developed an even stronger passion.



LESSON NUMBER TWO: WE DON'T JUST HAVE ONE PASSION IN LIFE: VALUES CHANGE, EXPERIENCES COME, NEW PASSIONS SURFACE.



The Key Ingredients of Success

Joel Brown is not the only person to have lost a passion in life. He also wasn't the only twenty-four-year-old to find himself in a slump. That can often happen when you suddenly find yourself without a cause in life. One of the primary cures for this, it seems, is to find a new passion.

Joel found his new cause after a chance meeting with Jordan Belfort. The sales company that Joel was working for organized a workshop, and he was able to meet the Wolf of Wall Street face-to-face. That meeting changed Joel's life. He learned the

importance of having clarity, of thinking big, and of having a long-term vision.

These are key ingredients in the recipe for success. Clarity of mind allows you to stay focused on primary goals, thinking big prepares you to exceed those goals, and with the long-term vision, you can envisage and plan for potential obstacles.

After meeting Jordan, Joel became a man on a mission. He began devouring self-help books, listening to motivational speakers such as [Anthony Robbins](#), and carefully mapping out his life plan.

It is, as Joel teaches, important to document your goals and visions. But, more importantly, you need to "write down how you're going to get to where you want to be." Not many people have a fair idea of where they want to be in 5, 10, or 15 years, but when pressed can usually give a broad description of how they intend to achieve their goals.

Writing it down on paper, however, forces you to get things out of your head in some detail and acts as your roadmap. Seeing is believing, as they say, and once it is written down you will have a clearer picture.



LESSON NUMBER THREE: SPEND TIME ON CLARITY. WRITE DOWN YOUR GOALS AND CHART YOUR ROADMAP TO ACHIEVING THOSE GOALS.

Too Much Time vs. Not Enough Energy

One of the most important things that happened when Joel met Jordan was his shift in mindset. He became hungry for self-improvement and gained a desire to make a meaningful impact on the world. He found another passion outside of music and became energized once again. The whole experience revealed another interesting thing; when you are passionate about something you become massively energetic.

Even though Joel was still working 12-hour days at his sales job, he still found

the time to work on his media platform, addicted2success. Instead of asking, like most people do, “How do I find time?,” Joel asked, “How can I make time?” He was so passionate about his new project that he would complete his days at the sales job and head straight home to work on developing his new business. It wasn’t long until he was able to leave his sales job and commit full-time to the new business.

Time for Joel is important, but he also values energy above all else. Some people complain about the lack of time, but spend the bulk of it camped out on the sofa in front of the television. People who value time over energy might live to eighty but, says Joel, “I’d rather be the guy who lives to 50 years, who gets up every day, travels the world, and experiences everything that life has to offer because I had enough energy.”

External Influences On the Internal Mind

They say you are the average of the five people you spend time with. That is because your network of friends has a powerful effect on your behavior, mindset, and unconscious mind. The books you read, the things you watch, and the websites you frequent all have a similar effect as your network of friends. They create habits.

Back in 2011, when Joel first discovered his new passion for helping others succeed, he began reading, watching, and listening to as much self-help material as he could get his hands on. He started tuning his mind to a new way of thinking, creating new behavioral habits. He became less motivated by money and more driven by the need for freedom and wisdom.

The unconscious mind, as Joel says, is stubborn. You have to force it into a new way of thinking, and that will often require a change of external influences. When you have successfully imprinted new information on your unconscious mind, knowledge becomes wisdom. Joel says, “Wisdom is more powerful than knowledge.”

LESSON NUMBER FIVE: **SUCCESS OFTEN REQUIRES A CHANGE OF MINDSET; A CHANGE OF MINDSET OFTEN REQUIRES DIFFERENT EXTERNAL INFLUENCES.**

A Unique Way to Win the Battle for Success

Passion and motivation differ for everyone, but they can normally be identified by the energy they bring to your life. Joel gets energetic by giving and helping others succeed. He loves creating things and giving it to the world, knowing that someone, somewhere will benefit from his work.

Joel is not the first or only self-help professional out there. But he is by most standards a huge success. The reason is that he stands out from the crowd. He stands out because he knows what he is talking about, he has a genuine willingness to help people, and he is exceptional at what he does.

Uniqueness, Joel says, is the best way to win in business. You need to bring something different to the table. You need to be outstanding. And with the lessons he gives, you will have all the tools needed to become an outstanding success.

LESSON NUMBER SIX: **YOU DON'T HAVE TO BE THE FIRST OR THE ONLY, BUT YOU MUST BE UNIQUE.**



Chris Clayton, a blogger, business writer, and self-professed armchair philosopher. Follow him for marketing and blogging tips.



FULL INTERVIEW WITH JOEL BROWN

Internet connection required



Change Creator
EP05: How to transform your habits for success with
Joel Brown

46 minutes

Business



45:31

STAY IN THE LOOP

Connect with us on your favorite social network to keep up with the latest tips, news and discussions around social entrepreneurship.



What it Takes to Change the World

By Jennifer Gresham, founder of Everyday Bright



It's become almost cliché to say you want to change the world. But for you, it's different. You know deep down that you have something of value to offer. You're passionate. You're hungry to make a difference, and you're willing to work hard to make it happen.

So why isn't it happening?

You tell yourself you have a job to do, maybe a family to feed, and that doesn't leave a lot of time for world

changing. And when you're being really honest with yourself, you admit you just don't know what to do.

A vague kind of stress gnaws at you. You know it's ridiculous, but there's a part of you that expects to be the next Martin Luther King Jr. or Jo Salter.

And the gap between what you've done to foster change and what you feel you should be able to do is driving you crazy.

I get it. As an overachiever, I've always had big dreams of changing the world too.

Then I realized those big dreams were just holding me back.

As a kid, I could have easily made the international team for day-dreamers. (I don't think such a team really exists, but wouldn't it be awesome if it did?)

I would disappear in my room until my mom started to worry I'd somehow been abducted. On road trips, I would quietly stare out the window hour after hour. I was never that kid who asked, "Are we there yet?" I always had the ability to see what could be, and I loved exploring it.

The first time I thought about actually doing something, I thought I'd cure cancer. My mom died of cancer my sophomore year of college, and I had just declared a biochemistry major. It felt like a way of honoring her while also doing something important. I did some nice work during a six-week college internship, and it even got published in a scientific journal, but that was about the extent of it.

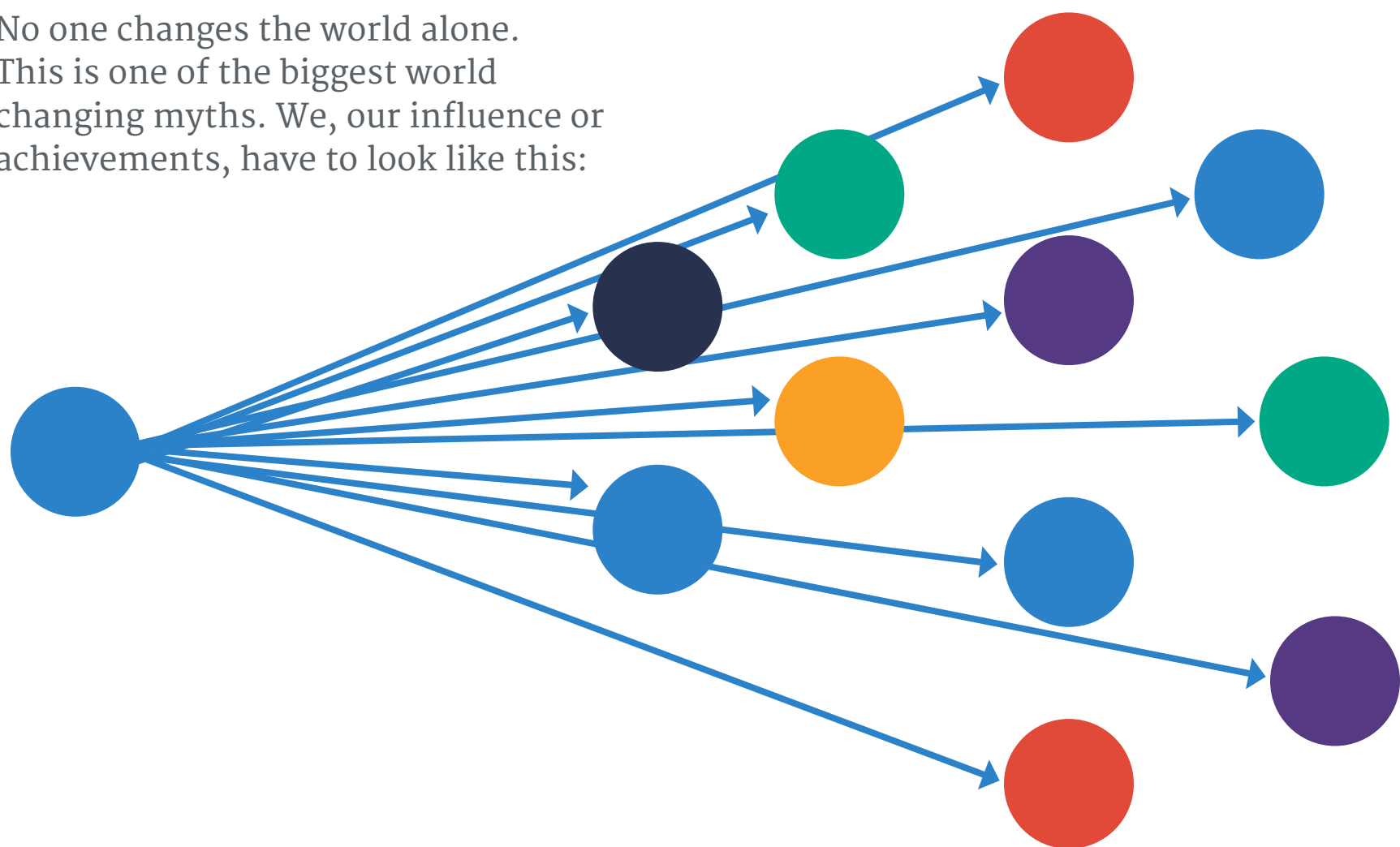
After that, my path to changing the world was less clear.

I was doing important work. My first job out of college was to run a small lab that provided the data necessary to enforce nuclear treaties. As a teacher, I tried to produce class after class that felt a love for chemistry in their hearts (or at least didn't hate it). At one point, I had the authority to direct tens of millions of dollars in scientific research funding, which in turn influenced what questions the community devoted their efforts to.

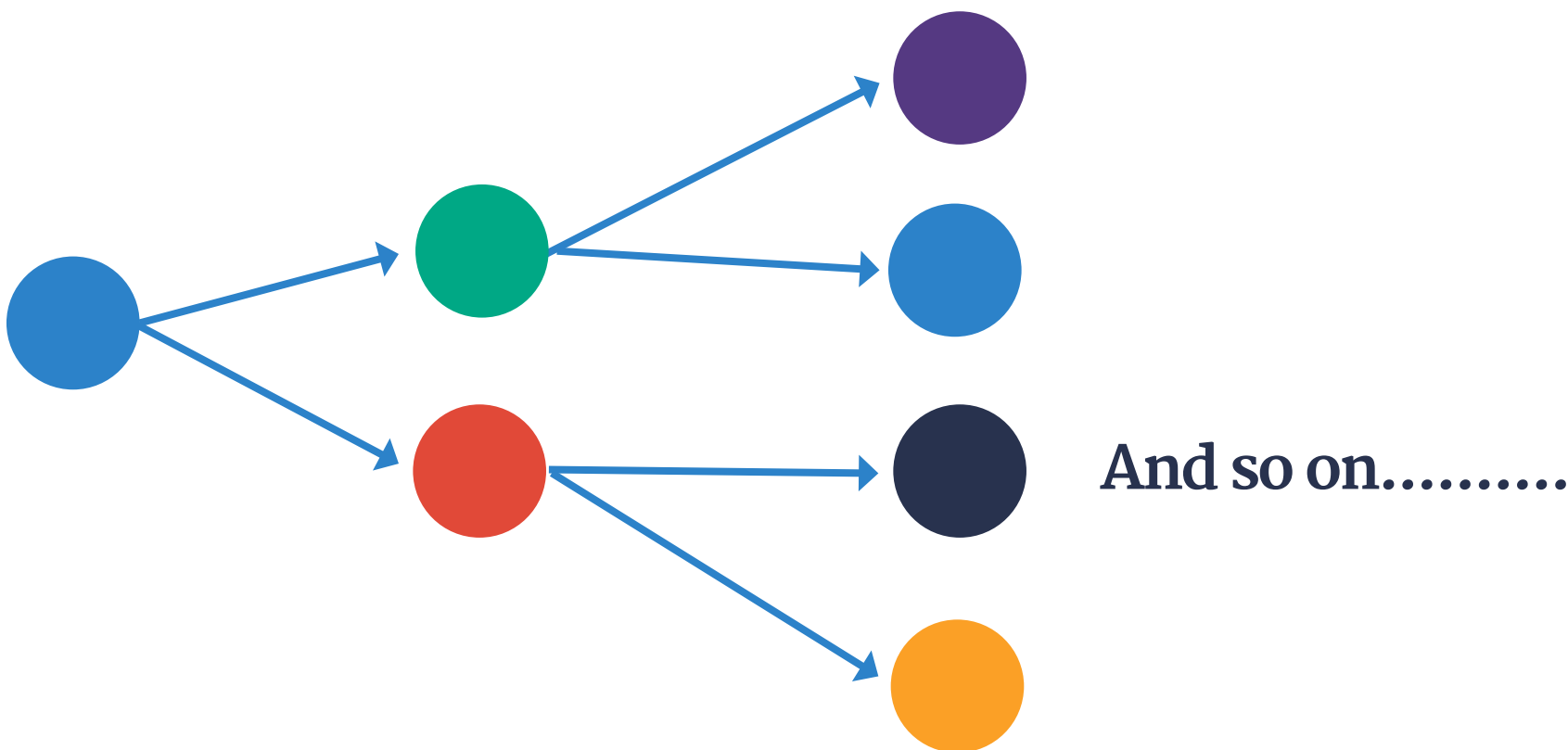
But in all these roles, I felt small. I was a cog in the machine, doing my part, but without ever feeling particularly special. My work certainly had impact, but I wasn't close to making the history books.

How many of us shortchange our efforts this way?

No one changes the world alone.
This is one of the biggest world
changing myths. We, our influence or
achievements, have to look like this:



But that’s wrong. Real world change often looks like this:



How change really happens



Notice that in this model, any one person is only catalyzing the actions of two people. Your reach doesn't have to be enormous to create an impact.

The person who ultimately cracks the cure to cancer will do so thanks to the many contributions of scientists and doctors throughout history. Martin Luther King Jr. didn't end racial segregation on his own. His primary contribution was that of a catalyst.

That's why I love ideas like the one my friend Fran Sorin shared with me. Her mission is to help people reconnect with the natural world and with each other. We had tossed around some ideas on how she could do that, but she came up with something much more elegant and brilliant on her own. Look at this video to see what she's done. It's amazing.



The old me might have smiled politely and said, "Well that's nice. But really, what does it accomplish?" The wiser me is totally awe-struck. If this isn't changing the world, I don't know what is.

Changing the world happens one moment at a time

Listen, what I've come to realize is that these small, seemingly insignificant moments are all there is. We don't zoom with our cameras to only take a picture of the top brick on the top of the pyramids. We stand back to appreciate the full structure.

Each moment in life is like one of those bricks, and through luck or persistence, one of them miraculously finds its way to the top. It's not that the top brick is so impressive, it's the capstone to something truly enormous that stops you in your tracks.

Not only can you be part of that, you already are. You just can't see it.

Case in point, my husband, a fellow instructor I met while teaching at the Air Force Academy (we like to tell people we just had that "chemistry") recently got an email from a former student who failed his class. When you fail a mandatory course at the Academy, you have to give up your three weeks of vacation and attend summer school. My husband had worked with the student extensively and knew that although she'd failed, it wasn't for a lack of trying. He argued on her behalf that she should be allowed to take the summer course and still go home for three weeks.

Fifteen years later that student told him it had been a pivotal moment. She told him that without that break, she probably would have dropped out. He didn't know, but she'd been struggling with more than just chemistry. Instead, she had a breakthrough—she figured out how to study, how to put things in perspective, and went on to have a happy, productive career.

My husband didn't think he was doing anything particularly momentous when he argued for her break. He's just a soft-hearted man. It was a small act, but it changed that student's world.

My friend Arvind heard about a sick child, and instead of wishing he could do something to help children like her, he decided to walk the London Marathon while raising money for the charity that provides her nursing care. Efforts like this are a way of life for Arvind. He raises about £2k every year for the various causes that move him.

The overachiever in me loves these stories. It completely takes the pressure off. I don't have to cure cancer. I don't have to invent something to clean all the oceans or solve the energy crisis.

I just have to make someone smile. I just have to be willing to show up, day after day, and add my brick. I may never see the end result. But that's okay.

I trust the world is in good hands—ours.

10 SECRETS TO SUCCESS FROM PODCASTING GURU JOHN LEE DUMAS

BY AMY AITMAN

JOHN LEE DUMAS, FOUNDER OF ENTREPRENEURS ON FIRE



John Lee Dumas knows a lot about success. With a clean break from his 9-5 job in real estate investments, he started his own 7-days-per-week entrepreneurial podcast, EOFire <http://www.eofire.com/>, and hasn't looked back. He now owns a million-dollar business that continues to grow. And, of course, there's still the podcasts. Getting to interview some of the world's top entrepreneurs, like Tim Ferris, Barbara Corcoran, Gary Vaynerchuk, Tony Robbins, just to name a few, gives a guy some perspective. So we decided to sit down with John Lee Dumas, pick his brain and get some keys to entrepreneurial success.



**“TRY NOT
TO BECOME
A MAN OF
SUCCESS,
BUT A MAN
OF VALUE.
ALBERT
EINSTEIN.”**

For John, working in a job he wasn't passionate about just wasn't good enough. Day after day he got up, drove to work, and began the drudgery that was his career. He was making good money, but what value did he bring into the world? His passion for podcasting came from listening to podcasts on his long commute back and forth to work. With an idea and passion, he decided to jump in and get his business going. Today his company brings real value to the world. It's not unusual for him to spend entire days, from sunrise to sunset in the office now, doing that thing he loves. What value are you bringing the world today? Don't just focus on the success part. That will come when you bring true value into the world.

DON'T BE AFRAID TO MAKE A BAD DECISION.

John learned the importance of good decision (we didn't say perfect) making during his 8-year stint in the military. At the tender age of 22, he had a lot of responsibility thrust upon him – instead of waiting to be better prepared, or worrying about the fact that he had little military experience, or had never led anyone, John did something revolutionary. He made choices. Then he confidently followed through on those choices. In war and in business, a good decision now is better than a great decision later. Business is competitive. We don't have time to wait for better circumstances. Don't be afraid to make a “good decision” now – just follow-through with confidence.





DO MAKE ONE GREAT DECISION. HIRE THE RIGHT MENTOR.

Any entrepreneur will admit that they've made plenty of bad decisions, especially early on in their journeys. This is no exception for John, but he did make one really great decision that changed the trajectory of his business – he hired the right mentor. At the beginning of his business, John went out and found someone who was already where he wanted to be. (You have to hire somebody who is where you want to be, right from day one.)

This gave John the advantage right from the start, from branding to logo designs, to networking connections, to setting business goals. His knowledge of the industry was invaluable. Know where you want to go first, then find and hire somebody to help get you there. Don't just hang out with "successful" people. Find that person who most closely resembles the kind of success in career, business, or life whom you want to emulate.

HOW TO GET THE RIGHT MENTOR.

A lot of successful people still do pay mentorships. Create a short list of people you want as a mentor. Do your research. Then ask yourself: What kind of value can you bring to the mentor/mentee relationship? It cannot just be about the monetary value you'll bring them. Why would they want to work with you specifically? Think about these things, then start drafting your emails. Reach out with passion and a purpose. If you are open and personal about what you want and what you can offer – the value-exchange, you'll get noticed.

YOU MIGHT NOT BE GOOD FOR A LEGITIMATELY LONG PERIOD OF TIME... AND THAT'S OKAY.

W

hen John first started his podcasts, he did so with no communications experience, no web presence, and really no clue to what he was getting into. He did have a passion for sharing the entrepreneurial story. But that's all he had. Yet he knew that

if he wanted to be a podcaster, he better start podcasting. You have to be willing to look bad and take it on the chin if you are going to be an entrepreneur. You are not going to get good at anything unless you start doing it.

Just start. You are probably going to suck at first. But remember: If you want to be, do. It's really that simple folks.

WRITE IT DOWN.

Take the time to set goals and write them down. Once you write a goal down, something happens. It becomes this real, tangible thing that you are working on. That's why John wrote the book, *The Freedom Journal* to help others write their goals down and be accountable. Over the years interviewing successful entrepreneurs, John has seen the power of setting goals and writing them down in action.

TELL EVERYBODY WHAT YOU ARE DOING!

Put it out in the universe. Make it public. Tell everyone what your goals are. So many people like to launch things secretly, hoping they'll tell everyone about it once they are a big success. We need to get over ourselves and tell people what we're working on. Now you're held to it. Don't be a secret entrepreneur. Tell everyone.

FIND A WAY TO GET THE JOB DONE.

W

hen John had to get his first set of interviews set up for his daily podcasts, he had to hustle. How'd he

do it? He found a way. There are many business conferences out there. He contacted every guest speaker he could that spoke at a conference. He hustled to get at least a month and a half of interviews in the buffer to launch his business. Don't be afraid to hustle. There's always a way to get the job done.

GROW YOUR BUSINESS BY LISTENING.

John has been able to grow E on Fire expediently every year. Transparent in his company's successes, you can see the annual and monthly revenues on their website. Where do the big jumps in revenue come from? Listening. According to John, "I asked my audience: What is your number one struggle? And they told me. From my audience feedback, I discovered that many wanted to start, grow and monetize their own podcasts, so I created Podcaster's Paradise, which is now the largest podcaster's community in the world with over 2800 members." "Just listen to your audience," John shares. "Your audience will tell you their pain points, their struggles, their questions – then, find a solution and give it to them."

EMBRACE THE "IMPOSTER SYNDROME".

You know those voices in your head? The ones that tell you that you're not doing enough, not qualified enough, that you'll never be enough? Yes? You're familiar? We all have them. They are part of what make us human. You'll never get rid of them completely, no matter how successful you are. There will always be another goal to achieve, another mountain to climb. So what are you going to do about these voices? Embrace them. The doubts never really go away, anyway. Just keep going. As successful entrepreneurs, we get up and do – anyway.

FULL INTERVIEW WITH JOHN LEE DUMAS

Internet connection required



Change Creator

EP07: Get Priceless Startup Success Tips From John Lee Dumas

16 minutes

Business



29:50



3 LESSONS FOR ENTREPRENEURS WHO WANT TO CHANGE THE WORLD

The Impact Billions team shares their thoughts on what it means to make an impact.



TIM KARSLIYEV

Impact Billions, Daily Dose Media 

Making an impact simply means respecting others and regarding their needs. I believe that each one of us has a moral responsibility to care for people whether through financial contribution or emotional support. We have a duty to ACT- not talk, not think, not imagine but to step up and make a real difference.





JAMIE ERDOGAN

Impact Billions, Boss Things 

Making an impact to me means making a lasting impression on earth.

To make an impact, we have to rise up and do something great that people will remember, help others when needed, give without the expectation of receiving, spread kindness and generosity in the hope that people follow and do the same, be contagious, and mostly just do it for the greater feeling of accomplishment.

The most rewarding thing is seeing the impact you have made on the world and the people living in it.

Do it for us: for our future, for humanity, for earth.

BRAD CAMERON

Impact Billions, Build Your Empire



“For me, building a business isn’t about making money, it’s about seizing your opportunity to make a positive impact on as many people as you can help. Of course making money is a great bonus to creating an impact, but impact should always be your first priority.

I believe that creating an impact via your business by providing as much value as possible as you can to the world is much more fulfilling than doing it for money and material objects. When your time is up, there’s no taking your money with you.

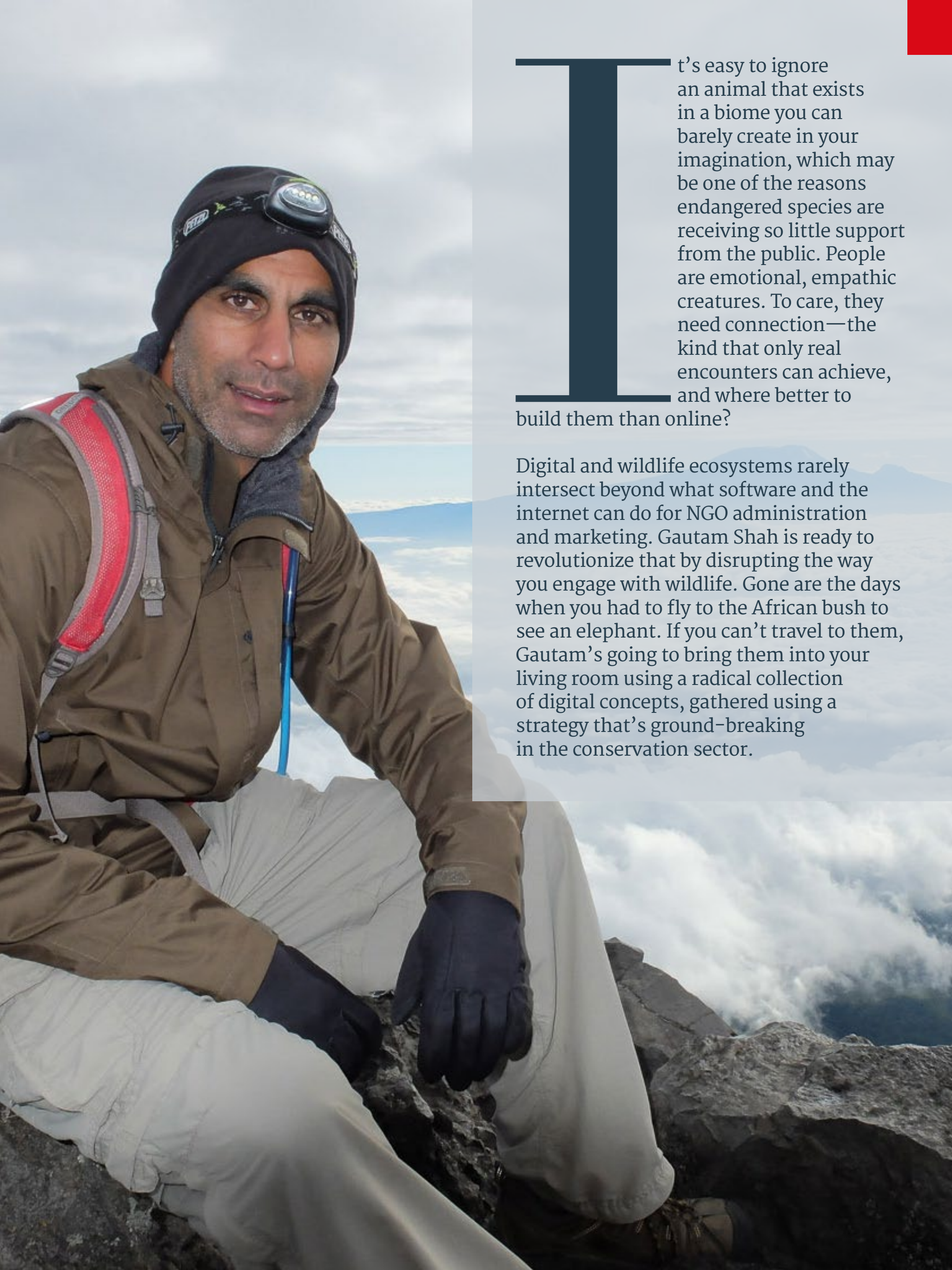
All that will be left is your legacy and the effects of the impact your work has done for people around the world.”

Risking the Absurd to Achieve the **Impossible**

By Kirsten Holmes



Gautam Shah,
founder of Internet
of Elephants



It's easy to ignore an animal that exists in a biome you can barely create in your imagination, which may be one of the reasons endangered species are receiving so little support from the public. People are emotional, empathic creatures. To care, they need connection—the kind that only real encounters can achieve, and where better to build them than online?

Digital and wildlife ecosystems rarely intersect beyond what software and the internet can do for NGO administration and marketing. Gautam Shah is ready to revolutionize that by disrupting the way you engage with wildlife. Gone are the days when you had to fly to the African bush to see an elephant. If you can't travel to them, Gautam's going to bring them into your living room using a radical collection of digital concepts, gathered using a strategy that's ground-breaking in the conservation sector.

“Only those who attempt the absurd can achieve the impossible.”

Albert Einstein

Shah’s brainchild is called Internet of Elephants, and it’s perched on the cusp of a journey that’s likely to change the face of the environmental sector forever. He believes that if he can make you fall in love with nature, you’ll be more inspired to protect it. He’s creating a digital planet that brings you up close and personal with species your children may never have the chance to see outside of a photograph.

“My world, my earth is a ruin.”

Ursula Le Guin

Shah began his life huddled in the lap of Mother Nature. “As kids, we always had deer and raccoon (. . .) around us,” he explains. His extended family was heavily involved in conservation in India, and this formed a foundation that might have led him to start an NGO like any other if his career hadn’t made him want to aim for greater things. Gautam’s childhood birds and bees were substituted with ones and zeroes when he began a 20-year career in software development that ultimately came full circle, returning him to nature in Kenya, which he calls “the Silicone Valley of wildlife conservation.”

Home to one of the world’s most important environmental sectors, it had a unique approach to social entrepreneurship: eschewing donor dependence. This planted a seed in Gautam Shah’s brain that began to sprout leaves in his next destination: Nairobi. Here, he learned the inner workings of social entrepreneurial strategy. “I (. . .) started to believe that (self-sustaining enterprises were) absolutely non-existent within the wildlife conservation sector outside of eco-lodges and tourism.”

A for-profit funding model would create more possibilities than an NGO could, allowing Shah to direct his conservation efforts towards something that’s kicking up one of the decade’s most important insurrections: the internet of things (IoT).



“Only the impossible is worth doing.”

Akong Rimpoché

Shah's funding model is as revolutionary as his business concept. The nonprofit sector's revenue doesn't exactly paint a picture filled with rainbows and roses. NGOs are famous for their financial fuzziness and chaotic fundraising. The USA's biggest nonprofit organization, United Way, produces an average revenue of [\\$3.87 billion](#), whereas the nation's largest for-profit corporation, Apple, churns up an annual revenue of [\\$39.5 billion](#). Shah is among the first to find the obvious solution to this revenue chasm: set up a for-profit company to support your causes so that he could make a real dent in the endangered species figures and the environmental mayhem surrounding them.





“Talent wins games, but teamwork and intelligence win championships.”

Michael Jordan

Collective intelligence wins more battles than individual savvy, so Shah began his social entrepreneurship quest by setting up a hackathon to capitalize on the shared brainpower of individuals working in the tech industry. What was intended to gather no more than 30 people ultimately reached 20 million, and it was done using negligible investment. In 2014, programmers, mobile strategists, designers, and their friends crowded into Solstice Mobile’s building

to participate in a weekend-long brainstorming session that cut away the chaff of expected, normative concepts and replaced them with trailblazing ideas.

Prizes were offered, but a competitive spirit was dissolved by allowing a peer-judging process. Many of the teams have moved forward with their ideas, and some have been applied to Internet of Elephants.

One of the highest walls conservation organizations have to bring down is figuring out how to bring real change using minuscule budgets. The

hackathon brought that wall crashing down with dramatic flair by acquiring a spectacular event space and offering platform testing services to tech companies including Cisco and Esri, in return for their free use for a social cause.

The concepts that arose from the weekend were stellar. Team VultuRe developed a virtual reality teaching application, and Team Awe developed an app that gave users the capacity to follow animals in real time. Other winning teams leveraged everything from gamification to interactive applications.

“Be ashamed to die until you have won some victory for humanity”

Horace Mann

Internet of Elephants was launched with similar flair. Gautam actively engages his audience through social media like the Facebook [Tech for Wildlife](#) group, so that the collaborative think-tank he created keeps moving. Many of his IoE ideas were inspired by Cecil, the lion, who became a superstar in death after falling victim to canned lion hunting. The Zimbabwean incident proved that celebritizing animals captures the public’s interest far more effectively than generic marketing ever could. IoE will thus be using a similar effect based on a more positive spin. “We want 20 million people to wake up in the morning and check their phones to see where their elephant is,” says Shah.

Internet of Elephants is still in its infancy, but it’s already captured the attention of the [Stanford Review](#), Futuremag, and the Skoll Foundation.

It’s recently signed up several powerful partners from the gaming and zoological sectors. Solstice Mobile, Little Chicken, and The Chicago Zoological Society are on board. The organization is ready to start raising finances to develop a series of new prototypes, expected to be rolled out in June.

Humanity has an inherent love for animals, so all that’s needed to generate large-scale change is a way for people to develop relationships with them. Through gamification and similar tools, the

organization hopes to generate a starting annual revenue of \$1 million a year. Whether it will ultimately produce an income comparable to the world’s most successful for-profit corporations remains to be seen, but under the supervision of a social entrepreneur with the leadership skills and business savvy of Gautam Shah, it certainly seems possible. In 40 years, humanity has managed to obliterate 50% of its species, so the time for change has come.

“Our planet is a lonely speck in the great enveloping cosmic dark. In our obscurity, in all this vastness, there is no hint that help will come from elsewhere to save us from ourselves.” – Carl Sagan

FULL INTERVIEW WITH GAUTAM SHAH

Internet connection required



Change Creator

EP06: How Gautam Shah is Using Technology for Wildlife Conservation

39 minutes

Business




41:48

A Facebook Advertising Formula with Proven Success

By Violet Farah





What differentiates the successful entrepreneurs from the amateurs? That's a question that entrepreneur Mike Dillard asked himself in 2000 – the year when he decided to launch his own business and change his life. Mike was in his 20s and by the time he turned 27, he'd managed to make his first million.

He is doing something right, and I had to find out what it was. The answer to success is very simple – he knows how to build an audience and monetize it. The key tool used: Facebook.

A good Facebook marketing campaign has purpose. You're aware of the goal right from the start, and you know which metrics to track.

The Most Common Facebook Marketing Mistake

To determine how to help your business grow through the use of Facebook marketing, you'll first have to understand there's a right and a wrong way to carry out a campaign.

The wrong way is the one that so many people rely on, the one that lacks purpose but relies on chance.

It involves writing blog posts, doing page updates and hoping that the organic traffic is going to miraculously transform itself in sales and sensible business growth. The truth is that it's not going to happen. Carrying out organic campaigns requires tons of time, and the results are virtually impossible to track.

As Mike makes clear to his audience, if you just post on social media and wait for someone to come to your website, you don't have a business. You have an inefficient and ineffective hobby.

The Elements of an Effective Facebook Marketing Funnel

Moving on to the Facebook advertising success formula, here's what a quality campaign has to consist of, according to Jason Hornung, the marketing guru who Mike Dillard works with.

These 5 elements play a key role in driving results.

1 **Ads that pre-frame and pre-qualify your ideal customer:** before launching a Facebook ad, you need to have a pretty good idea about the customer persona you'll be targeting. Facebook has amazing targeting potential. This is one of the characteristics that increase the effectiveness and reduce the cost of Facebook advertising. The good news is that the ideal customer characteristics can be tweaked during the campaign execution by paying attention to metrics.

2 **A solid offer:** a good campaign starts with a solid offer. This offer addresses a particular problem that the target market is having difficulties dealing with. Alternatively, the offer can fulfill a strong emotional desire. The better you understand your audience, the more effective you will be.

3 **Sales message:** you have to appeal to the specific target market, making people desire passionately what you have to sell. Professional copywriting and a strong understanding of your audience's psychographics is key to creating a strong sales message.

4

Sales message delivery mechanism: how will you make sure that your sales message will reach the respective crowd you're interested in? A good campaign utilizes the right delivery tool. It could be a webinar, an ebook, a sales letter or even a video sales letter (VSL).

5

An effective email follow-up system: people have shared their personal information with you. This information can be used to do marketing follow-ups, build loyalty and boost the conversion rate further.

Speaking of metrics, a few of those are more important than others. Some marketers keep track of dozens of campaign parameters. Experienced professionals know that only two of these metrics matter when it comes to making money.

The Most Important Metrics to Track (Hint, There's Just Two)

Facebook marketing metrics are divided into two groups – optimization metrics and bottom line metrics. The bottom line metrics are the ones that matter when it comes to making money. The optimization metrics are the ones that can be tweaked to achieve the desired results.

OPTIMIZATION METRICS

The list of the most important optimization metrics include

1. **CPC:** cost per click refers to how much you pay each time someone clicks on your ad.
2. **CTR:** click through rate is the percentage of people out of all viewers that click on your ad.
3. **Conversion rate for landing page:** this metric refers to the percentage of people who visit your landing page and undertake a specific action like submitting their email address.
4. **Conversion rate for sales page:** the percentage of people who see your landing page and buy your product.
5. **CPL:** the cost per conversion or how much you pay each time a visitor undertakes a desirable action (fills out a survey, subscribes for your newsletter, makes a purchase, etc.).

BOTTOM LINE METRICS

The bottom line metrics are:

1. **CPA:** the cost per acquisition – how much it costs you to acquire an actual customer.
2. **AOV:** average order value. It usually includes the cost of the product and any additional costs you may have to deal with while processing orders, sending products to clients and offering a quality service.

To make money through Facebook advertising, you have to follow a very simple formula:

$$\text{CPA} < \text{AOV}$$

If you're feeling a bit confused by the terms and the formula, here's an actual example that you can use to plan a campaign:

Calculating the Cost of a Facebook Campaign

- Optimization metrics {
1. CPC
 2. CTR
 3. Landing page conv
 4. Sales page conv.
 5. CPL

→ Adjust these parameters of the campaign to keep $\text{CPA} < \text{AOV}$

- Bottom line metrics {
6. CPA
 7. AOV

→ To get results, aim for: $\text{CPA} < \text{AOV}$
Always start Facebook campaigns here!

Putting the Metrics to Use: Will Your Facebook Campaign be Profitable?

Imagine the following scenario – you have a product that's worth 100 dollars – your AOV is \$100. Using the above formula:

$$\text{CPA} < 100$$

For best results keep your CPA at approximately 50 percent of the AOV. This means you'll spend 50 dollars or less to generate 100 dollars from a single product sale.

$$\text{CPA} = \$50$$

$$\text{AOV} = \$100$$

A conservative sales page conversion rate to use for your calculations is three percent. Thus, if you'd like to generate 100 customers, you will need to have $100/0.03 = 3,333$ visits to your sales page. Out of these 3,333 visitors, 100 will end up buying your product.

$$\text{Leads needed} = 3,333 (100/.03)$$

The conservative landing page conversion rate is 20 percent. Thus, to have 3,333 clicks on your sales page, you should have 16,665 landing page visits. Of these 16,665 landing page visits, 13,332 will leave immediately and 3,333 will continue to the product page. This give you a CPL of \$1.5.

$$\text{Clicks needed} = 16,665 (3,333/.20)$$

$$\text{CPL} = \$1.5 (\$5,000/3,333)$$

If your CPA is 50 and you want to acquire 100 customers, this means you should spend no more than \$5,000 for the full campaign. Your CPC would have to be \$.30 or less. You can create a higher CPC by paying a higher CPA or selling a higher value product.

$$\text{Max campaign spend} = \$5000 (\$50 \times 100)$$

$$\text{CPC} = \$.30 (\$5,000/16,665)$$

If one of these calculations is off target, tweak the campaign accordingly. For example, if you end up spending \$.70 per click, or you have a 10% landing page conversion, you need to adjust your targeting and/or the landing page.

The Moral of the Facebook Story



RR

andom use of Facebook isn't going to produce the desired results and will throw money out the window. Organic reach is nice but very limited in the world of Facebook. If you want to start making money immediately, you need a plan and a clear vision of what is required.

Facebook is a distribution channel.

This distribution channel enables you to reach prospects and qualified leads. To accomplish the goal, however, you should always do the math and keep the simple campaign planning formula in mind.

Facebook gives you the opportunity reach a specific audience at scale while spending a fraction of the cost (in our example – at 5,000 dollars) compared to traditional methods. Remember, effective Facebook advertising is all about identifying the right crowd, having a strong sales message and spending the optimal amount on the acquisition of the optimal number of customers.



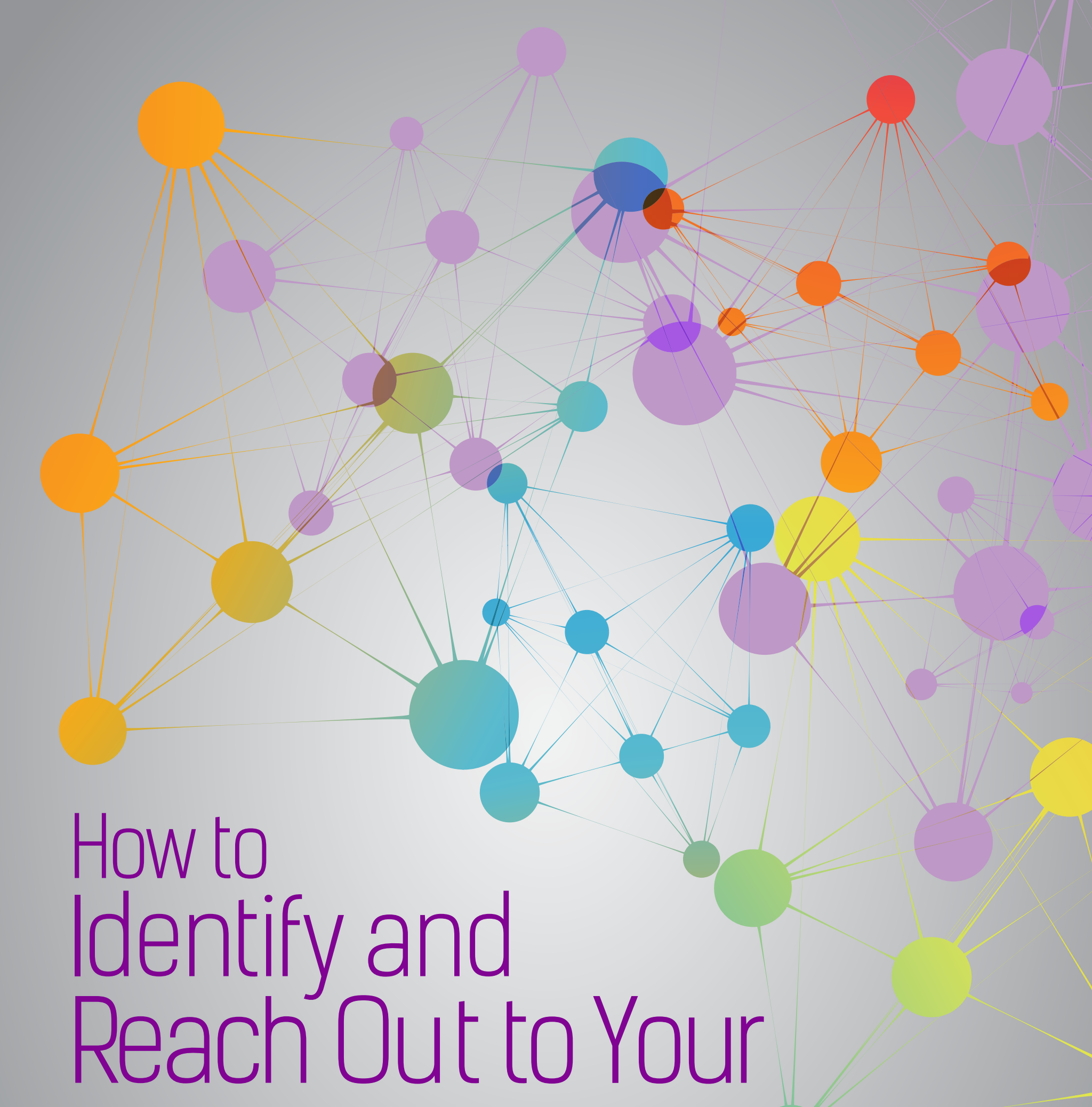
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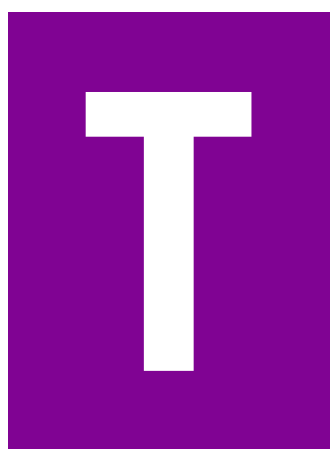
Influencers

By Benjamin Byron



Public relations is a hugely important element to any online marketing campaign. For example, reaching out to your industry's influencers is vital because it is an important step towards increasing awareness of your brand and improving your company's reputation.

What is an influencer?



To understand the important role that influencers play in your marketing strategy, you need to know what they are. An influencer is an individual on social media (such as Twitter) who has a captive and active audience – whether it's a big audience or a niche audience – and who regularly shares content that is relevant to your industry. These influencers are often pundits, media contacts or even celebrities. Influencers are important because they have a built-in audience that fits your buyer persona, which means that they can share that audience with you indirectly by sharing your content.

Now that you know how important influencers are to your marketing efforts, you need to figure out how you can reach out to them. There are basically two parts to an effective influencer outreach program – identifying who your industry's influencers are and engaging with them.

Identifying your influencers

The following are 4 tips for identifying your influencers:

Identify keywords

First of all, knowing your exact area of focus and expertise will allow you to figure out what keywords are relevant. These keywords can then be used to help find content shared or created by influencers.

Use Buzzsumo

Buzzsumo is an SEO tool that allows you to identify the most shared content within a specific subject area. By using the keywords you have identified, you will be provided with a list of links to articles that have high shares. This makes it easier to identify who has influence within your industry.

Consider domain

authority – Seek out influencers whose websites have a strong domain authority. Domain authority (DA) is a metric created by Moz. The higher a website's domain authority, the higher their ranking, and the stronger their traffic is. If you're after a niche audience, a DA in the 30s is acceptable. If you're after a larger audience, then the DA should be at least in the 50's.

Social media keyword searches

Look for related groups on LinkedIn and identify SME's or regular posters within your area of expertise using your keywords.



Reaching out to your **influencers**

Once you've identified your influencers, it's time to begin developing a relationship. The following are a few strategies that you can use in order to reach out to influencers and develop a mutually beneficial relationship with them:

- Begin linking their website in your blog content.
- Retweet or share their posts on your social media pages. Sounds simple, but you'd be amazed how many people don't do this!
- Post relevant and informative comments on their posts.

Once you've done these steps and have attracted their attention to some degree, email them a pitch to share one of your blog posts that you think will be relevant to them and their audience.

The influencers within your industry can have a big impact on your brand's exposure. Use these tips in order to create an influencer outreach program that will help you to identify and reach out to your industry's influencers.



REVIEW

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 **REVIEW**

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