

Influencer Insights and Experiences with John Simms

(The 14 questions are from my clients, partners, followers and inquiries)

Disclaimer: Influencer Insights and Experiences with John Simms report is for informational purposes only. John Simms will not be legally and/or financially responsible for anything whatsoever. In other words, use this report at your own risk.

1). Are you an influencer?

Answer: Yes in more ways than one. In fact, I influence people virtually everyday both online and in the real world due to my authority status, authenticity, trustworthiness, uniqueness, personal knowledge, insights, experiences, capabilities, etc. In all, I'm just a smart, versatile and successful nano-influencer.

2). How do you get well known people to notice you and want to do business with you?

Answer: From personal experiences, exposure, standing out, rapport, noncompeting and how you can benefit them and/or their fans, followers, supporters, etc. In fact, I developed a relationship with my very first well known person after I emailed them some free beneficial advice and told them that I bought their book and praised them not to mention that I offered more assistance and provided my website address and contact information. From there, they became very interested in me. It also helped that I was likable, supportive, competent, professional, prepared, non-threatening, synergistic and valuable to this person.

3). I love your tweets, it's a shame you don't have more followers. Have you thought about following twitter verified people and commenting on their tweets to get more followers?

Answer: Thank you for the compliment and suggestion. I normally use twitter as a hobby and don't have to rely on it for business. And to answer your question, I have in the past and gained some followers. Unfortunately, I've been muted, blocked and unfollowed by influencers because I might have been perceived as an intimidating competitor who was better than them. In all, I don't try to get more twitter followers even though I do know some tricks. Again, thank you for the compliment and suggestion.

4). Why haven't you written anything for Entrepreneur?

Answer: Allegedly, they muted me on twitter a while back when I made one of their influential contributors with over a half a million social media followers look incompetent after they picked a fight with me and lost by using a one sentence response believe it or not. In fact, Entrepreneur allegedly deleted the article in question and retweeted a new one with a different title. Shortly after, this person went on their personal twitter account and posted Sun Tzu's quote "Don't depend on the enemy not coming; depend rather on being ready for him." And little did I know at the time, they were a fairly well known person who worked with other famous people and best selling authors among other things.

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5). In your opinion, what are the nano-influencer's benefits?

Answer: Besides the fact that nano-influencers have less followers than other types of influencers, they tend to have a loyal following and perceived more authentic and trustworthy. And on top of that, nano-influencers are very engaging, convincing and likable with their people. And from a business perspective, nano-influencers are easily approachable and more cost effective to utilize than other influencers. Also, nano-influencers may be more relevant to one's brand or business and they could reduce wasted time and financial risks of ineffective marketing.

6). Can you debunk any misconceptions about nano-influencers?

Answer: Yes, I can give you a few. First debunked misconception, a lot people and businesses think nano-influencers are worthless and not important due to their lower social media followings even though they can give you the most personal and business benefits in comparison to other influencers who have more followers. Second debunked misconception, a nano-influencer is less competent than other influencers in their market. Not true because a nano-influencer may possess similar or more competence than micro, macro and mega influencers despite their lower follower numbers. And last debunked misconception, nano-influencers lack knowledge, experience and professionalism. Not necessarily true, for example myself. Besides the fact that I'm a nano-influencer who's very successful with a small following, I've always been professional and have a ton of knowledge and experience in business, sales, marketing, psychology, influence, strategy, etc.

7). Have you worked with influencers?

Answer: Yes, both nano and micro influencers via consulting, management, mentorship, partnerships and joint ventures.

8). Do you know any influencer secrets?

Answer: Yes, I know several that could affect one's status and income of all influencer types.

9). Do you have any influencer secrets or tips you wouldn't mind sharing?

Answer: If you want to do business or partner with an influencer, you may be able to email them or directly message them via twitter, facebook, instagram, youtube, linkedin, pinterest, etc. Not only have I done this myself, I've had many people and businesses email me and/or directly message me on my twitter and facebook accounts not to mention those who called or texted me. And as a result, I've received a lot of business and helped others. In all, the direct contact and message approach is very simple and can be very effective. Also, it may be easier for you to connect and partner with nano-influencers and possibly some micro influencers versus the other types of influencers. And another secret that you can benefit from is the use of a covert influencer that no one knows about. Trust me, I've secretly helped many successful businesses and individuals improve their sales, marketing, influence, public relations, day to day operations, etc.

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10). I'm a nano-influencer and my goal is to become a micro-influencer. What are the pros and cons in your opinion?

Answer: The pros, you'll have more opportunities, followers, exposure and market reach. Thus, can improve your sales, income, status, recognition, demand, etc. As for the cons, you'll be less personal and engaging on a per follower/person basis due to your growth, popularity and demand. Also, there can be trust and authenticity issues when you get bigger not to mention become more vulnerable like celebrities.

11). Do you have any advice for influencers?

Answer: The key to failure is trying to please everyone due to the inevitability of trolls, haters, critics, skeptics, complainers, etc. Also, keep your ego in check and be passionate.

12). Why don't you engage more with your friends and followers on social media?

Answer: I do actually when they directly message me, email me or call me mostly and on occasion through text and video chat. However, I don't respond to or engage with everyone because many people aren't serious and waste time not to mention those who are trolls, spammers, non-reciprocal, stealers, inauthentic, unsupportive and lack rapport.

13). As an influencer, what have you learned?

Answer: Besides knowing influencer secrets, arguably the most important lessons I learned are not to be taken advantage of by others who selfishly try to steal from you and not pay you for your advice, information, services, etc. And those who do pay, tend to be more serious, honest, supportive, appreciative and successful.

14). Do you help people become influencers?

Answer: Yes, including their sales, marketing and influence among other things.

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