

Working With Influencers

W O R K B O O K

0→100K[®]
SYSTEM

Using Influencers to Drive Traffic and Promote Your Product

1: Why Influencers?

Think influencer marketing is just a trendy fad? Think again. This strategy has been working since the Wheaties box era—and it's only getting better. From Olympic gymnasts to basketball legends to TikTok creators and everyday moms, people buy what others they trust recommend. It's not about being salesy—it's about sharing something you *genuinely love*. Influencers are modern-day word-of-mouth, and guess what? It still works. Let's dig into why this strategy is so powerful (and how you can tap into it).

Influencer Flashback

We've been influenced since childhood. Wheaties? Air Jordans? The Stanley mug craze? You name it.

What's the first thing you remember wanting because someone you admired had it?

Who was the influencer (even if you didn't know that's what they were)?

How did it make you feel to get that product—or not get it?



Marketing is emotional. We follow, trust, and buy from people who feel real.

The Psychology of Influence

Fill in the blank:

People don't buy products. They buy _____.

(Hint: It's about connection, emotion, and identity.)

Michael Jordan didn't sell shoes—he sold greatness. Mary Lou Retton didn't sell cereal—she sold the dream of being a champion.

Think about it:

What does your product *actually* help people feel or become?



Now look at this list of reasons people buy something. Which applies to your product?

(Check all that apply!)

- It solves a problem
- It's trendy or aesthetic
- It makes them feel empowered/cool/creative
- It's something they've seen someone else use
- It feels like part of their identity
- They want to be part of a community

Pick one influencer you've seen lately. What product did they recommend that stuck with you?

Influencer: _____

Product: _____

Did you buy it? Yes Almost Nope

Why Influencers Need You

Ever caught yourself saying, “I’m just a small business,” or “I only have 200 followers,” or “I’m just a mom in my garage”? Then this module is for you. Because here’s the truth: we all start small. Even Bezos. Even Blakely. Even babies. The biggest mistake you can make is believing that “small” equals “stuck.” It doesn’t. It means you’re just getting started—and that’s a powerful place to be.

True or False?

Believing every thought you have is always helpful.

- True
- FALSE (circle this one twice and draw a doodle of a llama shaking its head)

Write out 3 thoughts you’ve had about “being small” in business:

1. _____
2. _____
3. _____

Now rewrite each one with a more empowering truth:

1. Instead of “I’m too small,” try: _____
2. Instead of “I don’t have enough followers,” try: _____
3. Instead of “I work from my garage,” try: _____

Here’s a fun reminder: influencers feel *just as small* as you do sometimes.

Notes



Match the mindset to the person saying it:

Mindset

- 1. "I only have 10K followers"
- 2. "I don't have inventory for big sales"
- 3. "I've only been doing this 6 months"
- 4. "What if no one clicks?"

Who's thinking this?

- a. A new influencer unsure of their worth
- b. A small shop owner starting out
- c. A creator testing the waters
- d. Every single human ever

Now match them up!

- 1 → —
- 2 → —
- 3 → —
- 4 → —

Hint: You and the influencer might be thinking the exact same things!

"It always seems impossible until it's done."

— NELSON MANDELA

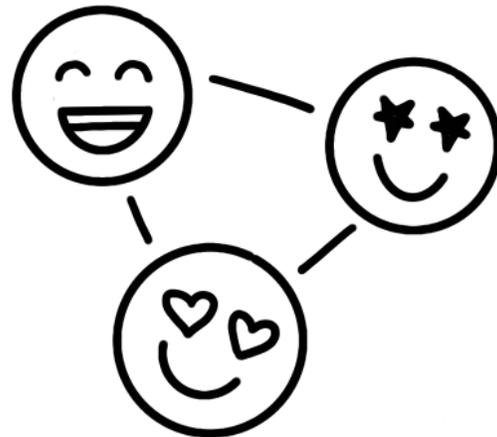
Let's build the magic triangle:

You → Influencer → Customer = *Everyone wins!*

What do YOU bring to this partnership?

(Check all that apply)

- A great product
- Clear communication
- A willingness to grow
- Fun energy and passion
- The ability to ship quickly
- Discount codes or urgency promos



The FIND Formula – How to Choose Influencers That Actually Sell

Not all influencers drive sales—some just have big followings with low engagement. The FIND formula helps you pick high-converting influencers who are cost-effective, engaged, and a great fit for your brand.

- 1. True or False:** Bigger influencers always lead to bigger sales because of their high follower count. *(False! Nano & Micro influencers often have better engagement and conversion rates.)*
- 2. Fill in the blank:** The FIND acronym stands for:
F - _____, I - _____, N - _____, D - _____.
- 3. Multiple Choice:** Which influencers usually have the highest engagement and best ROI?
(Pick all that apply!)
 - a) Nano influencers (1K-10K followers)
 - b) Micro influencers (10K-100K followers)
 - c) Macro influencers (100K-1M followers)
 - d) Celeb influencers (1M+ followers)*(Best Answers: a and b—smaller influencers = higher engagement!)*
- 4. True or False:** If an influencer has a high follower count, I don't need to check their engagement rate. *(False! A big following means nothing without real engagement.)*
- 5. Fill in the blank:** Before working with an influencer, I should check their _____ rate to see how many of their followers actually engage with their content. *(Hint: Engagement!)*
- 6. True or False:** It's better to start with one social media platform where I'm comfortable before expanding. *(True! Master one platform first.)*



Where are influencers located?

Okay, you've got the product. You understand the power of influencers. But now comes the big question: Where the heck do you find these people?

Influencers are hiding in Facebook groups, TikTok rabbit holes, podcasts, boutiques, and even Etsy search results. Some don't even know they're influencers yet!

This workbook will help you spot them, approach them, and rethink what "influencer" really means.

True or False:

An influencer is only someone with 100,000+ followers on Instagram.

- True
- False



Which of the following could be a legit way to get your product in front of people fast?

- a. Posting it in a relevant Facebook group
- b. Sending it to a friend who always shares what she loves
- c. Partnering with a boutique that promotes items in their stories
- d. Waiting until your Instagram has more followers

**Hint: Correct answers: A, B, and C*

You don't have to wait to be "big enough" to start. You just need to *start*.

We're not mad that Etsy, Faire, or an influencer wants a cut. We're *grateful*. They built the traffic. You're borrowing it. And that's the fastest way to grow.

*"Dream big. Start small.
Act now."*

- ROBIN SHARMA

Let's reframe this:

When I pay a percentage to someone who's helping me sell, I'm really paying for:

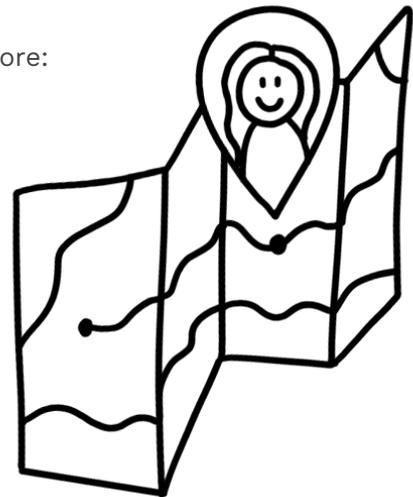
- A shortcut
- Years of audience-building
- Visibility I didn't have
- A faster path to profit

All of the above? *Hint - Yup.*

Create Your Influencer-Finding Map

Here are some starting points. Check the ones you're ready to explore:

- Facebook Groups
- Etsy or Jane product roundups
- Faire (wholesale)
- YouTube reviewers
- TikTok micro-creators
- Brick-and-mortar stores
- Podcasts with your niche
- Instagram (yes, that too)



Now jot down one specific person, group, or store you'll look into this week:

And one simple thing you could say to reach out:

“Hey! I love what you're building here. Would you ever be open to collaborating or trying a product?”

Finding Influencers on Instagram

Instagram isn't just for selfies and reels—it's your influencer-finding super tool. And you don't need a fancy search engine or paid tool to use it.

Hashtags, comments, and even who influencers are *following* can unlock a network of potential partners who are already selling and sharing.

You don't have to start from zero. One hashtag search = a hundred leads. One click = another dozen doors open. Let's learn how to follow the breadcrumbs and make Instagram work for YOU.



True or False:

Hashtags like #JaneDeals, #AffordableFinds, and #MomStyle can help you find influencers even if you're not in fashion.

True False

Hint: Hashtags show you how people are selling—not just what they're selling. It's more about learning the method than copying the product.

Which of these methods can help you find more potential influencers on Instagram?

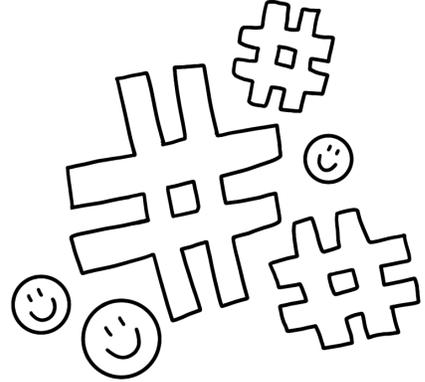
- a. Searching niche hashtags like #ShopWithMe or #ToddlerTips
- b. Checking who influencers are following
- c. Clicking "Suggested" after you follow someone
- d. Scrolling through comment sections
- e. All of the above

Hint: Instagram LOVES to show you more of what you're already engaging with. You just have to follow the trail.

Let's Practice with Hashtags

Time to create your own personal discovery map. Below, write down 5 hashtags you'll try searching this week based on your niche:

- 1. # _____
- 2. # _____
- 3. # _____
- 4. # _____
- 5. # _____



Now choose ONE and type it into Instagram.

What kinds of people show up first? Are they influencers, shops, or a mix?

What do their posts look like?

Notes

Pick one account you find interesting. Use the FIND Method and answer:

- Username: _____
- Follower count: _____
- Does this person share product links or deals? Yes No
- Do they have Story Highlights? Yes No
- What niche do they speak to? _____
- Would their audience like your product? Probably Unsure Nope

Write one big “aha!” moment from this lesson:

“I didn’t realize _____.”

Fill in the blank:

“If I can find ONE good influencer, I can probably find _____.”

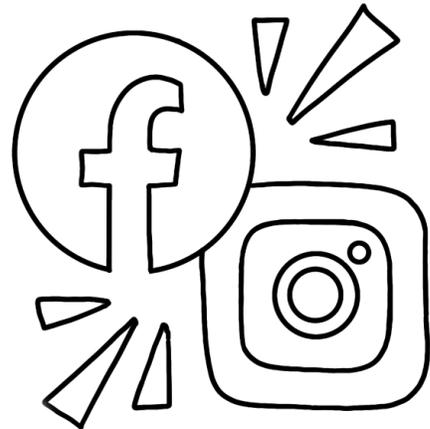
How to Find Influencers in FB Groups

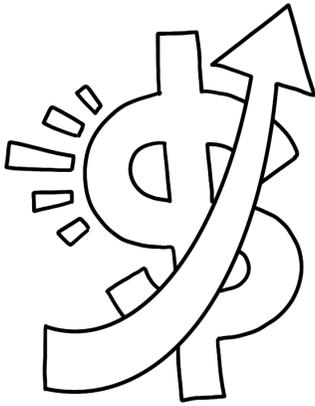
The internet is a treasure chest—especially when you know where to look. Let’s dig into how to share your products using Facebook groups and hashtags to reach the perfect people.

What’s a good way to decide which Facebook group to post in?

- Choose the one with the most followers, always
- Choose groups with active, niche communities that fit your product
- Post in all of them, no matter what

Hint: It’s not about numbers—it’s about connection!





What Influencers Can Do Beyond the Sale

Welcome to the all-you-can-grow buffet of influencer marketing. If you've ever thought, "I tried once and it didn't work, so I quit"—this is your comeback moment. Like skipping the buffet on a cruise and settling for beans in your cabin, missing the *full* influencer strategy means leaving big wins on the table. Let's load your plate with the good stuff and turn one-time efforts into full-course growth.

Let's Get Real:

Write this down: What's one reason you've hesitated to try influencer marketing before?

How about now? What's one reason you're ready to give it a shot?

What's one benefit influencers offer that Facebook ads can't?

Hint: Think human connection and social proof.

Finish this phrase: "People need to see your product an average of _____ times before buying."

Hint: It's in the double digits!

Fill in the blank: Influencers can help you come up with _____ for how to position your product.

Hint: Think summer blankets and teacher gifts.

*"Fall seven times,
stand up eight."*

- J A P A N E S E P R O V E R B

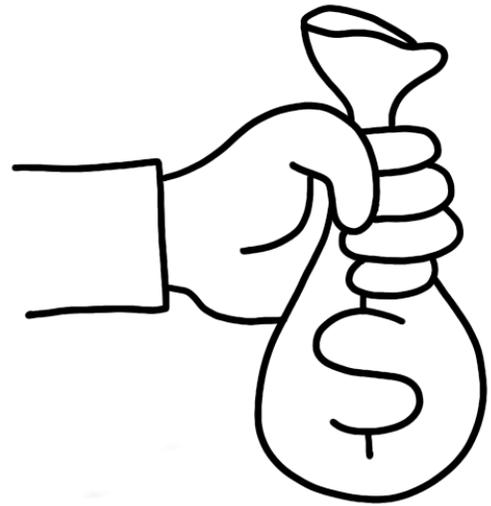
How Much Do You Pay Influencers?

Welcome to the money triangle! This module is all about how to pay influencers in a way that gets everyone excited: you make money, the influencer makes money, and customers get amazing products. Ready to learn how to build lasting partnerships and keep your sales flowing? Let's go!

What type of payment motivates influencers to go above and beyond?

- Flat Rate
- Commission
- Beans out of a can

Hint: It's the one where they get rewarded more when they sell more.



Flat rate payments can get you more yeses, but what's one big con?

Hint: Think motivation. If they already got paid, why hustle hard?

Fill in the blank:

Starting influencer commission at _____% gives you a strong competitive edge.

Hint: It's more than what Amazon usually offers!

Bonus Thought: What's a creative way you could *sweeten the deal* for an influencer to switch from flat rate to commission?

Your pitch message:

"Hey [Name], I'd love to work with you. Here's my offer:

"

Increasing Conversions with Influencers | Support with 6

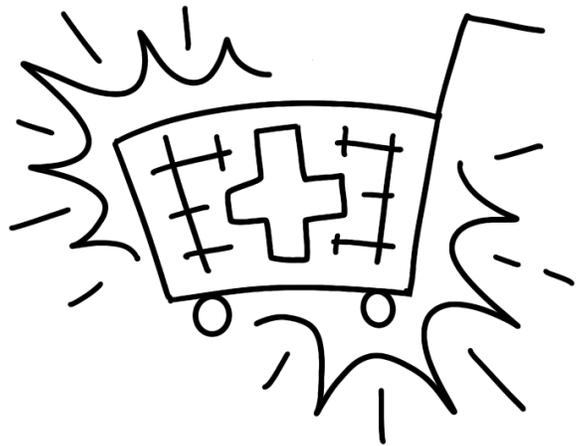
You're not just sending products into the internet void—you're building relationships that convert. In this module, we're going beyond likes and shares and diving into real results. With a little prep and the right support, your influencers can become one of your best-performing assets. You've already found the right person—now let's make sure your message sticks, your funnel flows, and your offer *sells*. You've got this!

1: Find, Don't Fumble

You've found an influencer with promise—now it's time to make sure they're the real deal. Followers are one thing, but conversions? That's the gold. Before diving in, let's check that they're the kind of partner who can actually move product.

What to look for in a high-converting influencer:

- ✓ Real engagement (comments > likes)
- ✓ Content that feels authentic
- ✓ Followers that match your ideal customer
- ✓ Proof of past sales or product collaborations



Spot-check two influencers you're considering:

1. Name: _____
What makes them a good fit? _____
Have they sold before? Yes No

2. Name: _____
What makes them a good fit? _____
Have they sold before? Yes No

The “F” Test: Check all that apply for your chosen influencer(s):

- Following – Do they have reach?
- Frequency – Are they active online?
- Fit – Do they align with your brand?
- Fan Love – Do their followers interact with real excitement?

Bonus challenge: Stalk their last 5 posts. Did they...

- Tell a story?
- Use video?
- Engage with comments?
- Feel like a real person?

Write down your gut feeling:

“I feel like this influencer could help me grow my business because...”

2: What’s Your Llama?

Imagine social media as a freeway. People are scrolling fast and not looking to buy. Your job? Be the gas station with llamas.

Wait... what? Yep. Just like Annie’s llama pit stop story, your offer needs to be so fun, so curious, or so urgent that people *have* to pull over.

So...

What’s your llama? (What makes your offer scroll-stopping?)



Here are some ideas to brainstorm:

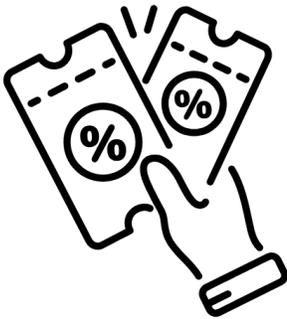
- Limited stock or colors?
- A killer discount?
- A freebie with purchase?
- A hilarious or emotional hook?

“Success is walking from failure to failure with no loss of enthusiasm”

- WINSTON CHURCHILL

Describe your llama in one sentence:

“My offer gets people to stop scrolling because _____.”



Let's practice. Which of these are good llamas?

- 3% off sitewide
- “Last chance for these pink pumpkin mugs – only 37 left!”
- “Use code WOW for 40% off today only”
- “We have... pillows. That's it.”

Now write your own scroll-stopping caption:

Notes

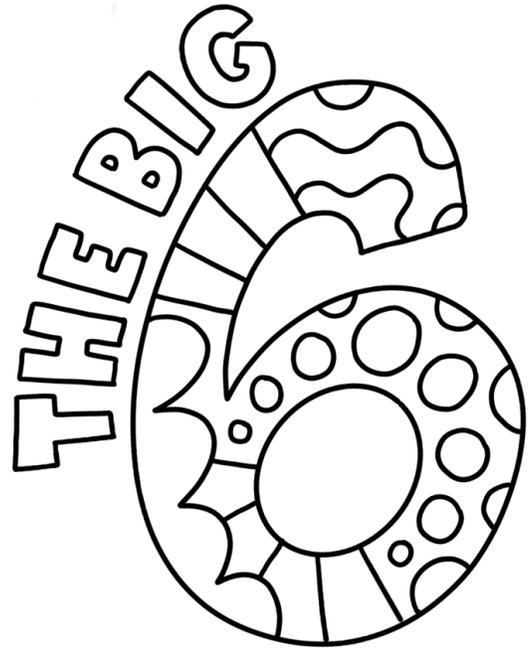
3: Support with Six

Once the influencer says “I’m in!”—your job’s not done. It’s just getting good.

Influencers aren’t mind readers, so give them a cheat sheet without sounding like a bossy robot.

Here’s a framework to help you build out “The Big 6” support points:

1. **Hook** – What grabs their audience?
2. **Offer** – What’s the deal? (Discount, urgency, etc.)
3. **CTA** – What should people DO?
4. **Why** – Why this product? Why now?
5. **Reminder** – When does the deal end?
6. **Encouragement** – “Let us know if you need anything!”



Fill it out for your product below:

Hook:

Offer:

CTA (Click link, swipe up, etc.):

Why:

Reminder:

Encouragement:

4: Funnels & Functionality

Your influencer’s job is to send traffic. Your job? Make sure your funnel *actually works*. Don’t be the broken-cart horror story they warn others about.

- ✓ Go through your own checkout process.
- ✓ Click every button, test every link.
- ✓ Test mobile AND desktop.
- ✓ Pretend you’re a distracted mom scrolling TikTok—does your funnel still work?

Describe your funnel in 3 steps (like a customer would experience it):

1. I saw this on _____
2. I clicked and landed on _____
3. I bought because _____



What’s one thing you’ll fix or improve on your site this week?

“Ah-ha!” moments:

The Fortune is in The Follow Up

You've found a great influencer, they've run a solid promotion, and your product is flying off the shelves... but wait—don't just disappear into the eComm sunset. This is where the real magic begins. Building long-term relationships is what turns a *good promo* into a *repeat money-maker*. Let's make your influencers feel like absolute rockstars.

Show Your Love (Guided Questions)

What's one small gesture that could make a big impact on your influencer relationship?

(Think: What would *you* love if you'd just worked your tail off?)

Hint: It doesn't have to be expensive—just thoughtful!

True or False:

Sending a surprise thank-you (like dinner or a “no dishes for a month” kit!) can deepen loyalty and make influencers want to work with you again.

True

False

Hint: It's the kind of kindness people don't forget.

Complete the phrase:

“The fortune is in the _____.”

Hint: This whole module is built on this phrase.



Expectations

You're building a business, not a one-hit wonder. And just like dating, influencer outreach takes numbers, patience, and finding the right match. This module walks you through the powerful 100-10-1 formula that's built million-dollar businesses (yes, really). Let's dive in.

REACH OUT & SELL THOSE FLIP FLOPS (OR WHATEVER YOU SELL)

Setting Up Your Affiliate Program With Up Promote

Welcome to your next step in building a sales machine! This module shows you exactly how to set up the UpPromote affiliate marketing app in Shopify so you can start tracking, paying, and rewarding your best-performing influencers—all from one dashboard. Ready to turn fans into sellers? Let's go!

Start Here: Getting Set Up

You should let *anyone* into your affiliate program without reviewing them first.

- True
- False

Hint: You don't want bots or bad actors messing up your brand!



The best place to start your affiliate commission is at _____%.

Hint: It's better than Amazon's typical 3–4%.

Automate Affiliate Signups - The Time-Saving Hack

You're building momentum—and now it's time to make it easier for affiliates to say YES. This quick module teaches you how to automate the affiliate registration process right on your website, so you're not constantly replying to emails and manually signing people up. Let your site do the work while you sip your Diet Dr. Pepper (or favorite reward drink of choice).

Quick Setup Steps - Did You Do These?

- Grabbed your unique affiliate registration link from UpPromote
- Opened your Shopify admin and clicked Online Store → Navigation
- Found the Footer Menu and added a new menu item titled Affiliate Program
- Pasted your UpPromote registration link into the menu item
- Clicked Save menu and tested the link on your live site

Pro Tip: Click the little eyeball icon in Shopify to preview your store and confirm the new link is working!

Up Promote - The Affiliate System Walkthrough

You're ready to grow and keep things simple? Let's walk through one of the best free Shopify apps that tracks affiliate and influencer commissions for you: UpPromote! This tool helps you grow your affiliate team (influencers AND happy customers!) and gives you easy access to reports, payments, and affiliate links—all without the chaos.

Ready to explore? Try this:

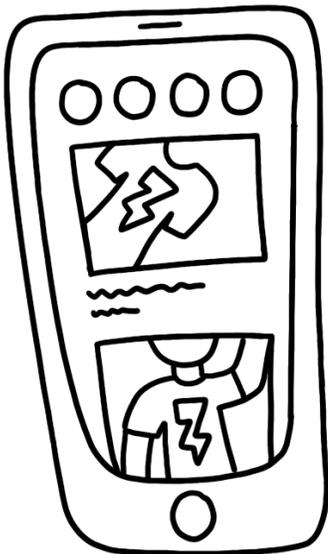
Where can you post your affiliate registration link to attract customers who already love your stuff?

Write 2-3 ideas here:

Hint: Think social media bios, emails, and footer menus on your website!

What's one thing you can upload to the Media Gallery to help affiliates promote your product better?

Hint: Think product photos, brand talking points, or even a PDF cheat sheet!



True or False? Affiliates can only share one link to your homepage.

- True
- False

Hint: You can customize links to direct people to specific product collections.

How does a “cookie” help your influencer get paid fairly?

Hint: It tracks the person who clicked their link—even if they don't buy right away!

Checklist – Have You Done These?



- I reflected on why I trust certain influencers—and what made their product stick with me.
Hint: Emotion + trust = powerful marketing insight.
- I reframed “I’m just starting” into a confident statement of value.
Hint: Everyone starts somewhere—and you bring something unique to the table.
- I selected one platform (Instagram, FB, TikTok) to focus my influencer search.
Hint: Start where you already feel comfortable scrolling!
- I reached out to one influencer this week—DM, email, or comment.
Hint: Progress > perfection. You’re building a relationship, not pitching a Shark Tank idea.
- I identified at least 3 niche hashtags or Facebook groups that align with my product.
Hint: Micro-communities = your hidden gold mine.
- I set up my first affiliate program in UpPromote with a starting 10% commission.
Hint: It doesn’t have to be perfect—it just has to be live!
- I added my affiliate registration link to my website footer and at least one other location.
Hint: Visibility creates opportunity.
- I uploaded a media kit or helpful product photos in my UpPromote dashboard.
Hint: Make it easier for affiliates to share your stuff!
- I brainstormed one giveaway or fun campaign I could pitch to an influencer.
Hint: Think small, fun, and shareable—not expensive.
- I committed to manual affiliate approvals (no bots allowed!) and tested my tracking links.
Hint: Protect your brand and build real relationships.

Top 10 Glossary Terms for Beginners in E-Commerce

- 1. **Affiliate Link** – A unique URL given to an influencer or customer to track sales they generate. When someone buys using their link, they earn a commission.
- 2. **Commission** – A percentage of each sale paid to an affiliate or influencer based on how many sales they bring in.
- 3. **Flat Rate** – A fixed fee paid to an influencer upfront for a specific promotion, regardless of how many sales it produces.
- 4. **Hybrid Model** – A combination of flat rate and commission. Offers upfront pay plus a bonus for sales performance.
- 5. **UpPromote** – A Shopify app that helps you manage and track your affiliate/influencer programs—including links, commissions, payouts, and more.
- 6. **Cookie** – A small tracker that remembers which affiliate referred a customer. It ensures that if someone purchases within a set number of days (like 30), the right affiliate still gets credit.
- 7. **Nano Influencer** – An influencer with a small but highly engaged following (typically 1K–10K). Great for authentic reach and niche marketing.
- 8. **Conversion Rate** – The percentage of people who view your product and actually buy it. High conversion rates usually mean your offer is strong.
- 9. **Media Kit** – A collection of branded images, videos, and talking points provided to affiliates/influencers to help them share your product effectively.
- 10. **Manual Approval** – Choosing to personally approve each affiliate before they join your program—helps prevent spam, bots, or poor-fit partnerships.

 *Lightbulb thoughts:*
