



DIGITAL INFLUENCER PROJECT / DECEMBER 14, 2017



BUILD AN INFLUENCER PRESENCE

JANETTE TORAL



**DON'T MAKE
PROSPECTS
GUESS WHY
THEY NEED TO
WORK WITH
YOU.**



WHO YOU ARE.

WHY YOU DELIVER.

**WHY IT MATTERS TO
THEM.**



#1 WHO YOU ARE



BENEFIT

Working with you vs. competition



EXPERIENCE

Do you have more?



NETWORK

Are you connected with experts?



OUTWIT

Problems



TELL THEM.

**TELL THEM VERY
CLEARLY,**

**AND THEN TELL
THEM AGAIN.**

“

**WHAT WAY
CAN YOU
BUILD A
MUST-HAVE
PRESENCE?**

”



2

**COMMUNICATE
WHAT YOU
DELIVER**

**WHY ARE YOU A
MUST-HAVE
THAN YOUR
COMPETITION?**



3

COMMUNICATE WHY IT MATTERS

“

**WHAT'S ONE STEP
YOU CAN TAKE TO
COMMUNICATE WHY
ALL THIS MATTERS
VERSUS
COMPETITION?**

”



THANKS FOR YOUR TIME!

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you-janette

