

Simone Janson (ed.)



# BECOME AN *Influencer*

GET NOTICED & VISIBLE  
THROUGH ONLINE COMMUNI-  
CATION & SOCIAL MEDIA

MORE IMPACT IN SELF-  
MARKETING PUBLIC  
RELATIONS & POSITIONING,



INSPIRE PEOPLE WITH  
CHARISMA



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# Become an Influencer

Get noticed & visible through online communication & social media, more impact in self-marketing public relations & positioning, inspire people with charisma

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# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

## **Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback**

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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## **Your Benefit in concrete Terms: Content, Organization and Structure of the Book**

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because being successful as an influencer, not as a model or actor, is today the dream job of many young people, which is often dismissed as superficial. What does it actually mean to earn your money as an influencer and what do you have to consider? And why are the colorful illusory world of the Internet or the perfect picture on Instagram so important? There is no doubt that if you want to be successful as an influencer, you have to make yourself heard and become visible. Nothing helps as much as brilliant pictures, videos and rhetoric that arouse emotions and inspire and enthrall other people. This book helps build the appropriate demeanor.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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Our interactive [AI-assisted consultant](#) is there to assist you with any questions regarding success, career, and personal development. Our [AI-eTutor](#) supports the

learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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## **Experience Success and Inspiration: Discover your Way and support Sustainability**

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So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

# **Bloggers and Influencers: Earn Money with Online Marketing**

*// By Simone Janson*

Blogging and influencers are considered to be one of the most exciting new professional fields. But a lot of people can't really imagine how to make money with it. An overview.

## **What is Blogging?**

Like many trends, this one came from the US: Weblogs, short blog, were a kind of day or logbook, in which people hold their private thoughts and feelings. For many, blogging was originally just a joke where they wrote down their private thoughts and were happy when a few people liked it. That was exactly what made the blog scene so special: The media suddenly had a mass of new media in addition to the established media, put their own opinion on the net in a very subjective way, were often politically incorrect - and, above all, a lot in the crowd give a broader picture of reality than the established media were able to do.

Blogging is back out, social media is in and promises a new way of communicating with the consumer. Obama has been able to establish such a proximity to the people in his election campaign, among other things via Twitter. And Twittering is an art: write a meaningful message with 140 characters (a Twitter message may not be longer).

## **Jeff Jarvis: From TV critic to starboard logger**

American book author and star blogger Jeff Jarvis tells an interview over time that he came to blog when he took his eyewitness accounts from the 11. September 2001 posted on the net:

*"I thought I would only blog for a few weeks. When a few bloggers from Los Angeles commented on what I had written, I realized: "Aha, this is a discussion - it happens in different places and at different times, and it is made possible by the Internet." That was when I realized that the single-track understanding of the media was over. "*

Jarvis later quit his job as a TV critic to become a blogger.

## **Basic Democratic enlargement**

The blogs have not so much undermined the classic media as they have broadened their basic grassroots character. Even if the million-fold online diaries threaten to become indigestible chatter, especially in the US, they are fundamentally a

contemporary instrument of opinion formation and self-understanding. And an interactive medium, one whose methods and techniques, interestingly enough, are now increasingly finding their way into the online presence of classic media - such as commenting.

In contrast to established media, blogging is a form of communication that works on two channels: the blogger not only writes his post, no, he also allows or responds to readers' comments. Criticism is not only answered, it is actually expressly requested. Blogging should be a constant comparison of one's own perception of reality with that of others. A blog is therefore an extremely interactive medium - and the more interaction there is on a blog, the more credible the blog becomes among readers - and thus also wins in favor with advertisers.

## **Blogging becomes commercial**

Because every hip new move we will eventually commercial - so the blogosphere. With the boom in online advertising in recent years, blogs have suddenly become interesting for marketers - especially those with high traffic. In the US, many blogs have joined together as networks or publishers and are already earning several thousand dollars a day. Blogging has already become a profession for many. A trend that is slowly starting in Germany as well, even though the advertising revenues in this country rarely reach to life. In the scene, however, the commercialization is quite mixed feelings, because actually bloggers should write yes because they have something to say and not because you hope for the highest possible number of visitors and thus many advertising revenue.

However, just last year, we have had the experience that advertising revenue reaches its limits - be it the marketer or Google. That it is not that easy to find reputable advertising partners, one that really wants to separate advertising and content. And that some marketers make grandiose promises, of which then only a fraction occurs in the end.

## **How do you make money from blogging?**

1. But what options do you have for making money with your blog? Widely used, also because of the automated handling are the Google ads - context-dependent inserted advertising links. It pays when readers click on it - and that only pays off with hundreds of visitors a day. Most Germans have significantly fewer clicks. In the US, bloggers earn a handful of dollars per thousand impressions with their writing. In Germany, so far only a few bloggers have managed to generate a lucrative sum with their blog - just as Robert Basic, the most influential German blogger, auctioned his blog Basic Thinking for 2009 Euro on eBay at the beginning of 46.902.
2. Another option is affiliate programs, ie commission models in which banner ads are displayed by web shops, for example. For you, the success depends less on the number of visitors than on the willingness of the readers to call up the banners and buy something in the advertised webshop. For the website