

HOW INFLUENCERS

PROTECT THEIR

LEGACY

Influencers can have decades of staying power or just a few short years & a windfall of cash. Here is how you protect yourself.

FRIENDS?

If you are **killing it as an influencer** get a release from people that appear in your posts regularly. **Your money** might start to look better to them than your relationship.

BE SELECTIVE

Sometimes easy money can hurt your **brand**.

PREPARE FOR CHANGE

The **rules can change** in an instance. You never know when algorithms will switch, platforms will disappear or regulations will get enacted.

YOU!

Stay true to yourself. Mute the **outside noise**. Make a video to yourself and watch it regularly.

DON'T FAKE IT

Be the most authentic you that you can be. **Trust us!** We can tell when you aren't... or your haters will expose you.

CASH FLOW

A cash flow plan made specifically for you will be the influencer of your **financial future**.

PASSWORDS

When possible, use **Two Factor Authentication** for logging in to your **Accounts**.

Major Damage to your brand can happen if you get hacked.

TAXES

One of your followers, the **IRS**.

INQUIRIES

Not every promising inquiry is legit, **research the senders**.

INVEST

The **most intelligent investments** are long term (Mutual Funds/Property) not short term (individual stocks).

HIRE HELP

A team you trust (even if it's just one other person) can help you with the small stuff while you focus on the big stuff.

PIVOT

Keep your pulse on new **platforms** or **professions**. They may catapult you to the next level.