



CREATE VALUE. STAY  
AHEAD OF THE CURVE.



AS SEEN IN:



# SCOTT STEINBERG

KEYNOTE SPEAKER. BESTSELLING AUTHOR. STRATEGIC CONSULTANT.

## WHAT IS AN INFLUENCER? THE DEFINITION OF INFLUENCE

According to the Word of Mouth Marketing Association (WOMMA), an influencer is “a person who has greater than average reach or impact through word of mouth in a relevant marketplace.” Or, in plain English, someone that others trust enough to not only listen to, but also look to for inspiration, insight and advice.

These individuals – sometimes referred to as experts, subject matter experts (SMEs), authorities, gurus, industry insiders or otherwise – aren’t always working professionals, nationally-recognized figures or even in many cases known outside of their local niche or community. Some come by their authority as a result of their singular experiences, backgrounds or knowledge; others, simply as a function of their personality, contacts or the role they play within any given audience.

In short, an influencer is not defined by age, gender or even individual focus. Rather, all bear a common trait: The ability to influence others’ thoughts, decisions and actions for good or ill. A psychographic, not demographic grouping, such individuals may come from all backgrounds and walks of life, and aren’t categorized as such by virtue of personal traits – rather, their ability to spark change. *Influencer Magazine*, the first publication

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both by and for influencers and experts in every category and field, is designed to provide a source of continuing education and community for all.

An in-depth guide to influencer marketing, social media, communications and surrounding best practices, we provide a positive and open forum featuring today's top influencers and experts, who are invited to share their innovation and insights. We invite you to join in the discussion – and, in doing so, discover and nurture your own abilities to educate, inform and change the world for the better.



Bestselling author and business strategist Scott Steinberg is a world-renowned expert on creating value and driving strategic innovation ([www.akeynotespeaker.com](http://www.akeynotespeaker.com)). Among today's top public speakers, he heads management consulting and market research firm TechSavvy Global ([www.techsavvyglobal.com](http://www.techsavvyglobal.com)), which helps partners identify emerging trends and develop powerful leadership and business strategies around them. Hailed as a top technology futurist from NPR to *The Wall St. Journal*, his latest works include *The Business Expert's Guidebook* and *Becoming Essential*.

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