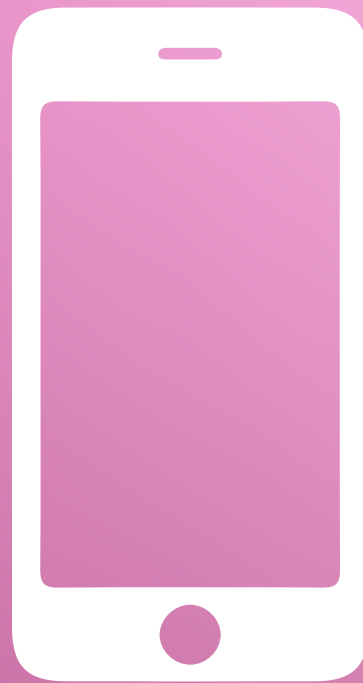


# THE INFLUENCER HANDBOOK



***“Thou shalt do everything in thy power to  
make your high school friends jealous ”***

# WELCOME

If you're reading this book, it means you've finally seen the light. You probably tried to pursue a career in something boring like medicine or something (yawn). But you had a moment. A moment of glorious realization.

You realized the point of life. The world doesn't need more doctors, educators, or leaders. That stuff is so hard to photograph anyway! What the world **really** needs is pictures of pretty people doing pretty things. That's your cue!

Whether your tool of choice is an iphone or an...actually, sorry, it can only be an iphone. Why would anyone use anything else? Gross!

Anyway, this guide is specially designed for you to maximize your influence. That's what professionals call getting more likes. And that's what it's all about at the end of the day isn't it?

Because...say it with me, **"likes are a direct measurement of how much you're worth."**

Good job! But try to say it louder next time! Go ahead and keep reading to learn the basic poses every influencer needs to know.



Follow several multimillionaire celebrities with massive followings and perfect bodies to keep your mind focused on what people like.

This will keep you motivated!

# Pose 1:

## THE LOOK AWAY



This pose is the influencer's bread and butter. Looking longingly away from the camera is the #1 way to show your followers that you are an elusive and mysterious old soul who missed their life's calling to be in an American Eagle ad.

Who cares if you were really just trying to show off your good side? Who cares if you were secretly just watching a squirrel? No one needs to know that!

Extra points if you manage to dreamily smile off into the distance in your photo. Yes, it's weird to ask your mom for a photo of you not looking into the camera. But trust us, it's worth it.

Your friends will wonder how to reach your level of glowing contentment. Your high school ex will regret cheating on you with the cheerleading captain. Your old youthgroup pastors will swoon over the absence of photographed alcohol, drugs, or provocatively low-cut clothing.

You simply can't go wrong with the look away.



**PRO  
TIP**

A vague yet positive caption such as "focusing on the good" will ensure that people know you are 100% authentically happy and doing much better than them.





*Pose 2:*

# THE SUBTLE TRAVEL FLEX

Ever since the days of Columbus stumbling upon the the new world, there has been no better method of humbling the lowly public than showing off your your expensive vacation.

Fabulous shots of you living the good life across various European countries are sure to strike jealousy in the hearts of friends and family alike.

The less time you spend actually appreciating these places the better. You need to maximize all possible photo opportunities at all times. Those plane tickets are expensive, and you deserve to get your payment back through ample likes.

If you can't afford to actually go to these places, we recommend doing a quick google search for artsy travel photos and posting those! The chances of someone actually calling you out are fairly low.

# Pose 3:

## THE I HAVE FRIENDS

Were you ever the new kid at school? Do you remember how lonely it felt to see a table full of kids laughing with each other while you sat alone?

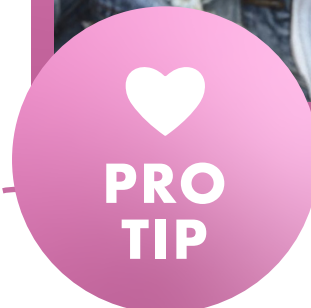
That's the exact same type of feeling we are trying to recreate for your followers! You can do this by making sure every friendship and outing of yours is thoroughly photographed and posted online. Never, and I mean never share any real struggles you have in your relationships. Boring! Only the good parts please!

Sure, it may seem a little braggy to always remind people how likable and popular you are. And sure, you may not exactly know how to spell any of your friends' names or know anything else about them really.

Let me stress this: It does not matter!



NEVER and I mean NEVER post a picture like this. My friend used portrait mode and my face was blurred out with the pumpkin background. We're still not talking.



Well dear reader, I've shared everything I know. It's time to set you free and watch you blossom. If you ever forget these foolproof strategies, I have included a handy manifesto. When low likes get you down or someone tags you in an unflattering photo, be sure to read this to yourself. Write it down and tape it to your mirror if you have to!

# MANIFESTO

I will post, I will post, I will post,  
Every meal, every trip, every slice of avocado toast.

I will travel and fly and dance,  
and only invest in designer pants.

I will never edit photos like an amateur,  
I will one day be a contestant on the bachelor.

I will always delete the photos where I look fatter.  
After all, only likes matter.

Only likes matter.  
Only likes matter.  
Only likes matter.