

Building Digital Authority as an iSelfToken Consultant

Being an iSelfToken consultant extends beyond making referrals—it's an opportunity to establish yourself as a trusted authority in innovation, fundraising, and tokenization. Even without technical expertise, you can position yourself as a knowledgeable connector between startups and investors.

This presentation will guide you through practical strategies to build your digital presence, increase your credibility, and ultimately boost your earning potential as an iSelfToken consultant.

iSelfToken
Crowdfunding





Why Digital Authority Matters



Enhanced Credibility

Establishes your expertise in conversations with startups and potential investors



Attraction Power

Makes referrals easier as people begin reaching out to you directly



Increased Earnings

Boosts your influence and potential to earn recurring commissions



New Opportunities

Opens doors for invitations, partnerships, and business growth

Creating a Professional Social Media Presence

Update Your Profiles

Clearly identify yourself as an "iSelfToken Affiliate Consultant" in your Instagram and LinkedIn bios. This immediate identification helps establish your role in the ecosystem.

Include direct links to your dashboard or relevant platform articles to make it easy for visitors to learn more about what you offer.

Visual Presentation

Use a high-quality, professional profile photo that conveys trustworthiness and approachability.

Create a clear, concise description that emphasizes your role as a connector between startups seeking funding and potential investors looking for opportunities.



Sharing Valuable Content

Curate Platform Content

Share excerpts from the iSelfToken blog, making sure to tag the platform's official profile to increase visibility and show your connection.

Add Personal Insights

Create summaries of articles and add your own opinions or insights on the topics to demonstrate your understanding and expertise.

Use Engaging Hooks

Capture attention with compelling questions like "Ever thought about investing in startups with just R\$ 200?" to generate interest and conversation.

Creating Authentic Video Content

Explain Tokenization

Create simple videos explaining how tokenization works in accessible language that newcomers can understand.

Highlight Platform Differences

Discuss what makes iSelfToken unique compared to traditional investment methods or other platforms.

Share Your Journey

Talk about your personal experience as a consultant and share real results to build trust and relatability.

Remember that authenticity beats perfection. Use Reels, Stories, TikToks, or Shorts with subtitles and good lighting to create engaging content that connects with your audience.



Create Your Story

Email Marketing with Authority



Build Your List

Collect contacts through networking and content offers

Create Value

Focus on educational—not just promotional—content

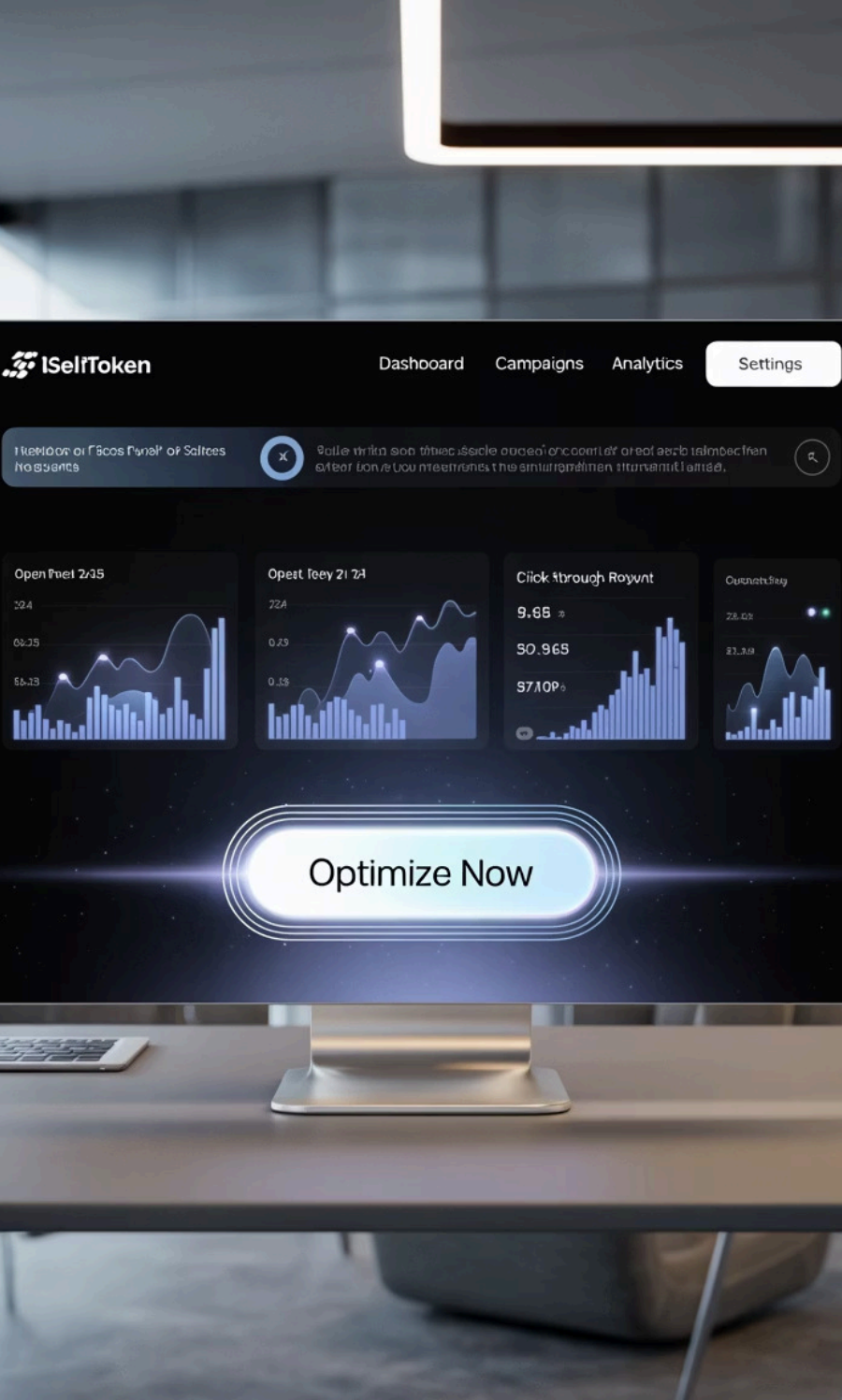
Distribute Regularly

Maintain consistent communication with your audience

Analyze Results

Track engagement to improve future communications

Example message: "Did you know you can now raise investment without relying on banks? Learn how iSelfToken is helping startups across Brazil."



Leveraging Social Proof



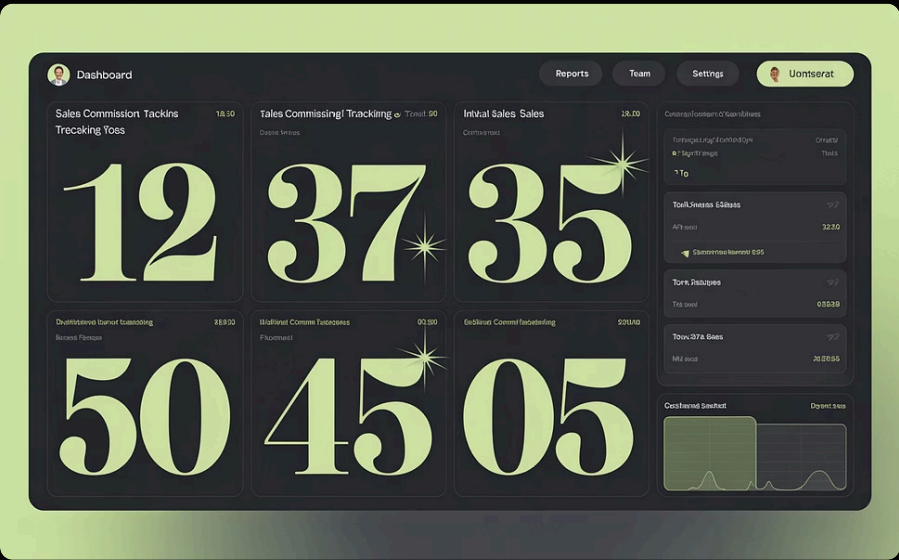
Success Metrics

Share case studies and statistics of startups that have successfully raised funds through the platform to demonstrate real-world impact.



Testimonials

Post thank-you messages from people you've referred to build credibility and show the positive experiences of your network.



Commission Transparency

With proper permission, publish dashboard screenshots showing your commissions to provide concrete evidence of the opportunity.

Building Consistency in Your Strategy



Building digital authority requires consistency over time. By establishing a regular rhythm of valuable content and engagement, you'll gradually strengthen your position as a trusted advisor in the tokenization space.

Measuring Your Digital Authority Growth

30%

Engagement Rate

Track how your audience interacts with your content

45%

Referral Growth

Monitor increases in direct inquiries from your content

60%

Commission Increase

Measure the growth in your earnings over time

25%

New Opportunities

Track invitations for partnerships and collaborations

These metrics help you understand the impact of your digital authority building efforts. As your influence grows, you should see improvements across all these areas, indicating that your strategy is working effectively.

Taking Action: Your Next Steps



Building digital authority as an iSelfToken consultant is a process of consistency and authenticity. The more value you deliver through your content, the more qualified connections you'll attract—and the more commissions you'll earn. Start now by updating your profile, sharing your knowledge, and taking the first steps toward becoming a recognized expert in this growing field.