

THE JORDAN HARBINGER SHOW

Worksheet for Mimi Ikonn | What the Life of an Influencer Is Really Like (Episode 193)

From the outside looking in, the life of an online influencer might seem pretty glamorous. Whether that influence is viewed through the window of Instagram, YouTube, or some other popular social media platform, can the FOMO-induced eye of the beholder be blamed if it sees this glamor as a heavily filtered lens into a manufactured reality devoid of substance? In many cases, perhaps not. But we'd argue that today's guest is a notable exception to this jaded perception.

In this episode we talk to Mimi Ikonn, a serial entrepreneur best known for Luxy Hair and Intelligent Change, a YouTube influencer with 2.8+ million subscribers, and the author of *The Bingo Theory: A Revolutionary Guide to Love, Life, and Relationships*. Here, she'll give us some insight into how she and Alex -- her equally influential husband -- keep things real in spite of the daily scrutiny of millions, why authentic audience engagement is crucial to the sustainability of any influencer, and the process of building an online business brick by brick instead of waiting for a lottery-like win.

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Aspirational vs. Inspirational

Some influencers get into the game of shares and likes for the attention it generates from outsiders who aspire to someday live the lavish — and often fabricated — lifestyles they promote. Many of these influencers stick around beyond the point of satisfaction because it becomes a job their newly upgraded lifestyle can't continue without. And then there are influencers like Mimi and her husband Alex who become influencers as a by-product of their business, inspiring others by the strength of their ability to connect on a human level rather than showing off the cool things they own.

"I would say there's definitely pressure," says Mimi. "But for me, the most important thing as a creator is to stay true to myself. I just check in with myself on the regular, especially when I catch myself thinking, 'Oh, if I just did this, I know it would get more likes or more views.' But because I do a lot of inner work — like I meditate, I journal...just really reflect on values...If I feel disappointed in myself or if I feel like I could really cheat the system...I just say, 'What's the point?'"

What processes — like Mimi's meditation or journaling — do you have in place to remind yourself of what's really important and worthwhile to you? What tethers you to your purpose when distractions tempt you away from it? If you were an influencer, what parts of your life would you choose to share, and what would you keep private?

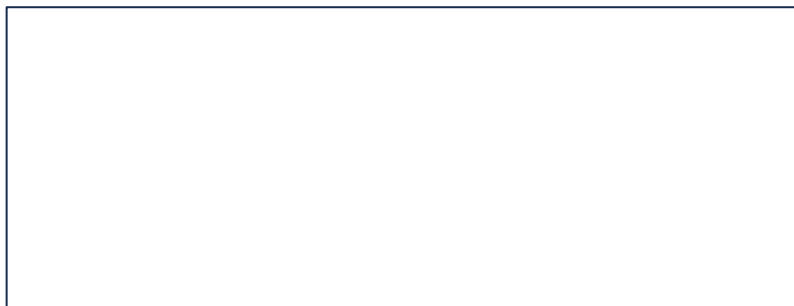
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10 Seconds of Sunshine

It's been said by many that you should never meet your heroes, and an unpleasant encounter Mimi had with one of her favorite authors drove home why it can be dangerous. Even though this soured her enthusiasm for the author's work from then on, she's kept this experience in mind whenever she meets someone new in order to avoid disappointing people who look up to her.

"I didn't want to judge him just by that moment, but it lingers. I still remember how I was treated and it was very hostile, so I really always make sure that I do the eye contact and do my best in the moment — even if it's 10 seconds of my interaction with them — where I'm just sending the message that I know...I might be upset or sick in the moment, but I beam that light that they know and recognize and then I say, 'Sorry, I really have to go right now; I would love to stay and talk with you, but I really can't right now.' And they usually understand."

You don't have to be famous to take away this practical: even if you're having a bad day, it only takes 10 seconds to give someone — even a stranger who needs directions — a glimpse of your best self. The next time you feel inclined to snap at someone for crossing your path when you're in a bad mood, try to shine some kindness their way before excusing yourself.



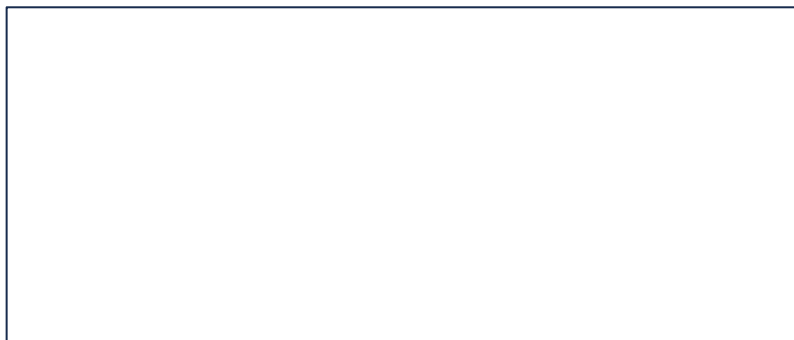
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What's Your Business?

After reading Tim Ferriss' [*The 4-Hour Workweek*](#), Mimi resolved to start a product-based business that could generate passive income rather than always being “on call” with a service-based business. The only thing she wasn't certain about was what that product should be. And then real life intervened to offer an obvious answer.

Mimi and Alex were about to be married, and she wanted “mermaid hair” for the occasion. One expensive mall kiosk purchase of hair extensions later, she was left with a handful of fake-looking rubbish she couldn't return. But since hair extensions were still an untapped industry in the US, this prompted Mimi and Alex to consider how they could improve upon the crappy mall kiosk experience and give people something they would actually be happy to pay for: and Luxy Hair was born. They made one million dollars in their first year of business.

What problems in your life are in need of solutions? Jot down a list and consider ways you could go about solving these problems — you might be surprised at the viable business ideas you can generate by this one simple exercise.



Full show notes and resources for this episode [can be found here](#).

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About



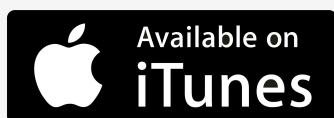
Join us as we get deep into the untapped wisdom of the world's top performers -- from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

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