

Job Description: Instagram Influencer Outreach Assistant (High-Impact Criteria)

Job Overview

You'll be responsible for manually finding and messaging high-reach, high-engagement combat sports influencers on Instagram using my login. You'll search through specific hashtags and send a provided DM to eligible influencers, tracking each one in your own spreadsheet. The focus is on influencers who actually drive views, not just follower counts.

Your Responsibilities

- Log in to My Instagram (credentials will be shared securely).
- Use the Following Hashtags to Find Influencers:
 - #mma, #mixedmartialarts, #ufc, #martialarts
 - #wrestling, #wrestlerlife, #folkstylewrestling, #wrestlinglife
 - #boxing, #boxer, #boxingtraining, #boxinglife
 - #bjj, #jiujitsu, #nogi, #brazilianjiujitsu
 - #kickboxing, #muaythai, #striking, #kickboxer
- Message Influencers Who Meet These Requirements:
 - Minimum 30,000 followers
 - Average of at least 100,000 views per post (Reels preferred)
 - At least 1,000+ likes and 50+ comments on recent content
 - Must have posted within the past 14 days
 - Content must be consistently fight-related (training, sparring, competitions, or martial arts lifestyle)
 - Predominantly English-speaking audience and captions
 - No fake followers, bots, or boosted engagement
 - Do NOT message anyone we've already contacted
- Track Every Influencer You Message:
 - Create and maintain your own Google Sheet
 - Track Instagram handle, link to their profile, date messaged, and whether they replied
- Message Each Influencer With This Script:

"Fight AI sponsorship deal? Fight AI is an app that analyzes your training footage with AI and builds personalized drills to fix weak points—basically like having a digital fight coach in your pocket. We'd love to hop on a quick call to discuss more and see if this could be a fit for you."

DM Volume & Payment

- Expected Volume: 50+ DMs per day minimum (strict quality filter)
- Compensation: Paid per 50 messages sent, not hourly
- You must show your spreadsheet daily to receive credit

Rules

- Don't DM anyone more than once
- Don't reply to messages once they respond
- Don't message accounts with fake followers or suspicious engagement spikes
- Don't rush—avoid triggering Instagram limits by spacing out messages
- Only send the exact script provided (no edits or variations)
- Only message legit creators with proven reach, influence, and English-speaking content

What We're Looking For

- Someone who knows how to spot real reach vs. fake metrics
- Reliable, detail-oriented, and efficient at filtering high-quality prospects
- Bonus: experience in influencer marketing or combat sports

Next Steps

Once hired, you'll get:

- Instagram login
- Access to update us with your spreadsheet daily
- Ongoing support and guidance

This is a long-term role if you can consistently bring in influencers with real impact.