

# The World Wants Influencers, I Want Truth

[Elie Berreby. Influencer Marketing January 25, 2025](#)

I pay so much attention to my personal brand that it only took 1 MONTH to realize I was named one of the “**Top 25 SEO influencers to follow**” by Hack the Algo!

Do I have mixed feelings? Yes.

I’m grateful to be in good company.

But I never wanted to be an influencer.

Some people on this list are great virtual friends, people I want to protect and see succeed in every possible dimension. Many are skilled. Others post content I almost always disagree with. And that’s okay. My opinion does not matter.

A few are so afraid that they’ve blocked me, which is completely understandable! If I feared constructive criticism and intellectual confrontation, I would immediately block myself because I’m relentless! 🥲

So, if you are more sensitive than a wounded unicorn crying rainbows, this is a GREAT opportunity to block me! 😊

What makes this list valuable in my eyes is that the person who wrote it isn’t afraid to think differently. He isn’t scared of friction or confrontation. He isn’t afraid of ruffling a few feathers here and there. Yes, my feathers are included.

That’s something I respect because fear is a terrible counselor.

**Living in a state of fear means living in bondage. This is something we should all actively fight.**

— Elie Berreby

I recommend you follow the people on this list who can help you, including those who blocked me.

## Why I refused free money

Recently, I realized that brands were offering to pay me identical amounts for a sponsored post to those they pay to LinkedIn’s Top Voices (whose following are not comparable to my small audience).

Some of these companies have amazing tools and services. So why didn’t I accept the money to promote them?

First, I didn't have enough quality time to test what I would promote and I wasn't sure it was right for my audience. Secondly, I didn't want to be influenced by money in any way, shape or form.

One of the reasons a few people follow me is that they know I love Truth with all my heart.

If my earthly life ended tomorrow, I do not think I'd like to be remembered. But if a few people decided to remember me nevertheless, may it be as someone deeply flawed but who relentlessly loved and pursued Truth.

— Elie Berreby

## **All my life, people overestimated my abilities**

This happened to me many times, online and in person. Complete strangers came to me, asked for my advice, offered to invest substantial amounts in whatever project I would launch without knowing me a few hours earlier.

In my eyes, being seen as an “expert” or “influencer” comes with a sense of responsibility. I've repeatedly asked my followers NOT to mention me in expert lists. I publicly said I was not an influencer. But nothing worked.

Why? Because so many people take themselves too seriously.

Trust me, ego is always an obstacle.

Despite my active trolling, more of my answers have been quoted by the press.

Often, I play along, and I help journalists. But recently, I read things I never said because journalists didn't reach out. They just mentioned my comments, analysis or case studies without understanding the full context or depth. Again, that's okay.

I understand journalists are busy. Every professional is under great pressure these days. That's probably because many have to perform and often to conform. There are so many expectations.

## **Let me be clear.**

What people think of me is none of my business. I intend to post what I want, when I want. I don't want your praise but I'll accept your respectful and constructive criticism. I learn more from failure than from success.

And I learn a lot from some of you.

I understand that many pay attention to their public image. I do too at times and in a way, if I'm visible online, it is because I agree to be. But it is also because my network wants me to stay.

I recently told a U.S. CMO that I wanted to stop playing the social game and he replied: “**No way. You are staying. First because you crack me up. Then because you do not realize you have a lot to offer.**”

I love to search. I’ll probably search all my life. I’ve already searched a lot, and sometimes I find interesting things.

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