

# Smart Followers Guide to Finfluencers

Finfluencers are changing the way we learn about money but not all advice is created equal.

Use this checklist to follow smartly, avoid misinformation, and grow your financial knowledge confidently.

## How to Spot a Credible Finfluencer

- Clearly discloses sponsorships or affiliate links
- Avoids promising 'get rich quick' tactics
- Backs up advice with real-life examples or data
- Shares both wins and failures transparently
- Has consistent content that educates, not just sells

## What to Watch Out For

- High-pressure calls to 'buy now' or invest fast
- Lack of transparency about partnerships
- Promoting complex investments without proper context
- Vague claims of income or success
- Overly polished lifestyle without depth

## Smart Follower Habits

- Follow 35 diverse voices (not just one)
- Fact-check major advice before acting
- Start small and learn before investing money
- Engage with content to build your financial literacy
- Use content as inspiration not instruction