

INFLUENCE

STRATEGY BLUEPRINT

**How to Raise Your Profile,
Manage Your Reputation
and Get Noticed**

www.InfluenceTheBook.com

INFLUENCE

Welcome to the Influence Strategy Blueprint interactive PDF designed to help you get your thoughts & ideas down on paper as you work through the book INFLUENCE by Warren Cass.

Throughout the book you will have noticed at the end of every chapter there is a section called 'Moment to reflect'. Within these sections I have asked you to reflect on the previous chapter and relate it's content to your own situation, helping you to contextualise and hopefully start to create your master plan.

We have all read business or personal development books in the past, and then placed them on the book shelf and not done anything with the ideas we had. Let us together make this a book about taking action and proactively implement the ideas you have whilst reading.



*“To know and not to do,
is not yet to know”*
Old Proverb

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WHAT IS INFLUENCE?

Pages 1-7

Who has significantly influenced you over the years? List them.

What made them influential?

• What characteristics did they display?

'You don't have to be a person of influence to be influential. In fact, the most influential people in my life are probably not even aware of the things they have taught me.'

Scott Adams

• Who do you influence in your life right now and why?

• Who do you want to influence in the future?

What is the outcome you desire?

Other Notes

INFLUENCE IN A CHANGING WORLD

Pages 8-13 - Relates to the people you want to influence

What demographic do they belong to (Age, Sex, ideology, class, location etc.)?

What influences them right now (people, media, brands, publications etc.)?

What is important to them?

A good teacher, like a good entertainer first must hold his audience's attention, then he can teach his lesson.'

John Henrik Clarke

Where do they congregate both online and offline? List the places.

Where and what do they consume?

Notes

SETTING OBJECTIVES FOR INFLUENCE

Pages 14-16

As I mentioned at the start of this interactive PDF you may want to have some sort of mechanism for documenting the objectives & actions which result from reading Influence.

I have recommended a couple of Apps on www.InfluenceTheBook.com (Resources - Recommended) which are useful for helping you keep focussed as well as an example spreadsheet (INFLUENCE STRATEGY TEMPLATE - Resources - Downloads) which you are free to play with/ adapt to your way of working.

Ask yourself

What are my influence goals?

Who needs to be influenced to achieve this goal (people or brands)?

How do they need to be influenced i.e. desired behaviour? What is my desired outcome?

What channels of influence are open to me to reach them? What publications (online and offline) would provide useful profile?

What speaking opportunities help me target this audience? Which other influencers might be able to help me?

What potential partnerships could be formed in the pursuit of this goal?

What websites would be useful to have a presence on to reach this audience?

SMART GOALS SUMMARY

- S** **Specific**, stretching, significant
- M** **Measurable**, motivational, meaningful
- A** attainable, **Achievable**, acceptable, action-oriented, agreed upon, accountable
- R** realistic, **Relevant**, reasonable, results-oriented, rewarding
- T** time-based, **Time-bound**, timely, tangible, trackable

“A goal properly set is halfway reached”
Zig Ziglar

*“If you don’t know where you are going,
Any road will get you there”*

Alice in Wonderland

“A goal without a plan is just a wish”
Jeff Rich

YOUR NETWORK

Pages 20-30

Where do you network right now?

What other local opportunities exist?

What industry opportunities exist?

Who are the people running influential networks relevant to you? Could you connect with them right now?

'You don't have to be a person of influence to be influential. In fact, the most influential people in my life are probably not even aware of the things they have taught me.'

Scott Adams

Who are the key connectors in your network?

What events would it be useful for you to get involved in?

Other Notes

CREDIBILITY BY ASSOCIATION

Pages 31-37

Who are the established names within your organisation, industry, networks and the media that would serve you well to build a relationship with?

Who do you already know well enough to approach for mentoring?

‘You are the average of the five people you spend the most time with..’

Jim Rohn

What relevant and established brands have great credibility in your niche, that you might be able to partner/collaborate with?

What customers do you already have that a well worded testimonial or case study would increase your credibility?

Other Notes

THE POWER OF PARTNERSHIPS

Pages 43-46

Who are your competitors? List them.

Who operates in your industry or services your clients, but may be in a different field? Preferably complimentary.

Think about what a partnership could look like with these brands. Where would the value exchange be? What could each party bring to the table?

'If I have seen further, it is by standing on the shoulders of giants.'

Sir Isaac Newton

What would each party look to gain from the relationship?

Who has great penetration or reach into your market? Including media.

Other Notes

CREATING ADVOCACY

Pages 47-51

What could you do right now to add more value to your customers?

What would it take to get more engaged with your customers?

Do you make it easy for others to refer you?

'Referrals are very powerful. When I refer you, I give a little bit of my reputation away. If you do a good job, my friend that hired you is pleased. But if you do a bad job, that reflects badly on me. People forget that.'

Dr Ivan Misner

Do you incentivise and reward people for referrals?

When you receive referrals, how do you go above and beyond?

When you receive referrals, how do you say thank you?

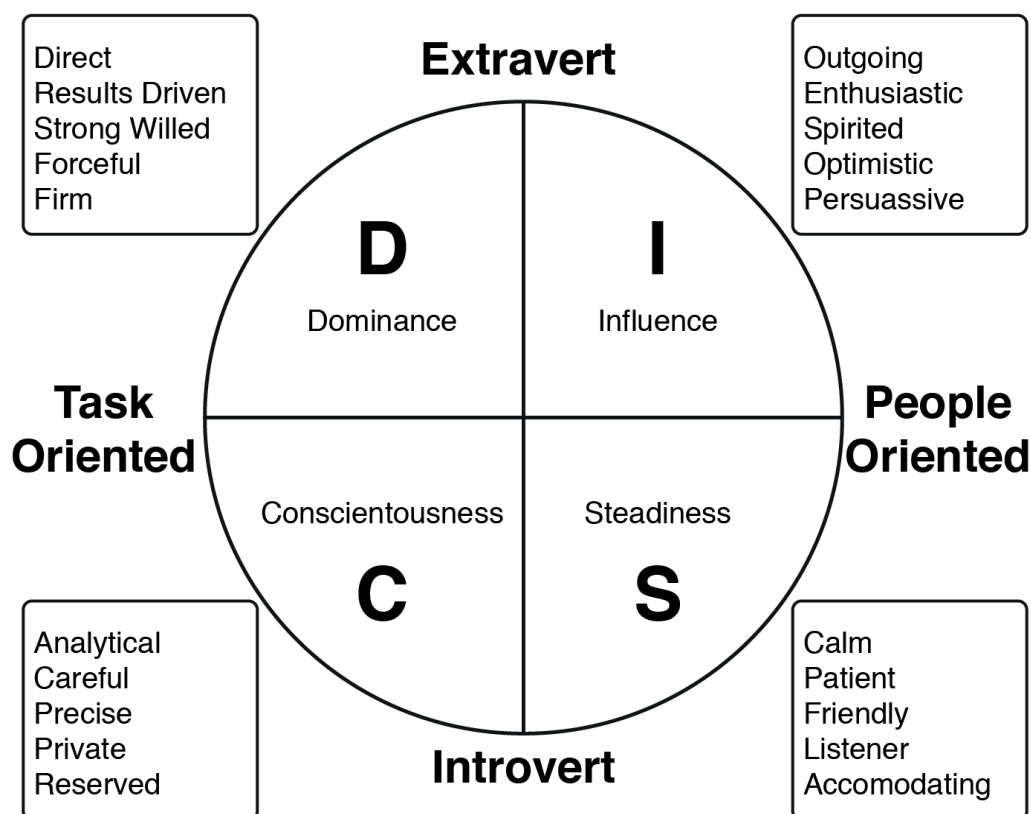
Other Notes

BECOME A STUDENT OF PEOPLE

Pages 52-55

ACTION - Take some time to try a couple of free online tests right now (list on my blog).

List your strengths and weaknesses, especially when it comes to communication.



Using the chart on the previous page, think about your key contacts & customers... What category would put them in?

Reflect on how you have communicated with them in the past. What would you now do differently?

Think about some of the people you have struggled to get along with in the past? Where do they potentially fit?

How would you communicate differently to improve your relationship?

DRESS TO IMPRESS

“Clothes make the man. Naked people have little or no influence on society.”

Mark Twain

Pages 59-64

What do the influential people in your industry wear?

What do your customers expect you to wear?

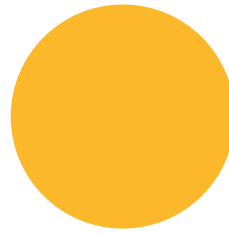
What impression are you looking to make? What style would you like to be known for?

COLOURS THAT INFLUENCE

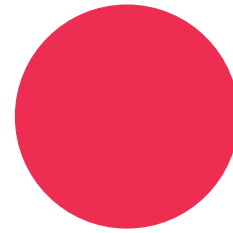
Pages 65-69

What colours would best serve your audience?

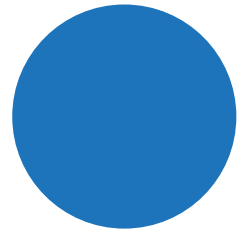
Compare your colours to the list on page 68 of Influence.



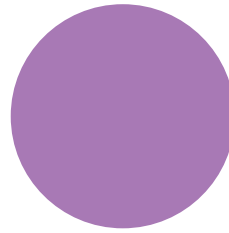
Optimistic
Youthful
Warmth



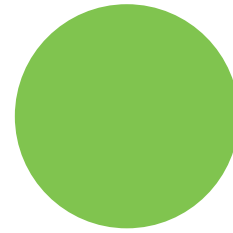
Energy
Urgency
Excitement



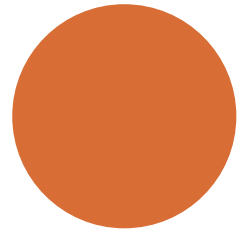
Trust
Security
Dependable



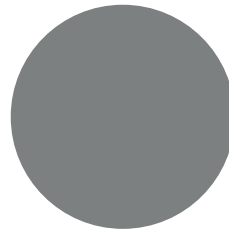
Romantic
Feminine
Soothing



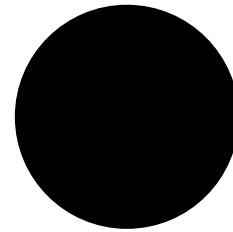
Peaceful
Healthy
Growth



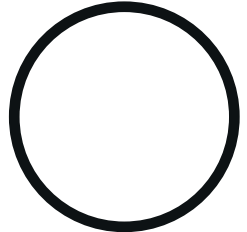
Call to Action
Confidence
Friendly



Neutral
Balanced
Calm



Sophisticated
Luxury
Powerful



Sterility
Clarity
Cleanliness

Who do you know in your network that has already developed a personal brand? How do they apply colour?

REPUTATION MATTERS

Pages 70-74

*‘Everywhere I go I’m second to arrive.
My reputation precedes me.’*

Jarod Kintz

If you were to ask your network what your reputation was, what do you think they would say?

Identify three trusted colleagues, customers or contacts and ask them!

Person 1

Person 2

Person 3

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

Warren Buffett

What traits would you like to be known for?

What could you do differently right now to start building the reputation you desire?

Other Notes

If it isn't on Google, it doesn't exist.

YOUR IMAGE ONLINE

Jimmy Wales

Pages 75-82

ACTION - Take a break and Google yourself! Dig deep to at least page 10. Include your company name. Where do you come on the search results?

ACTION - Set up some Google Alerts to keep you informed of any web content which mentions you or your business.

What social media sites are you active on? List average daily time spent?

Browse your website with your mobile phone. How easy is it to use?

SOCIAL PROOF

‘Nothing influences people more than a recommendation from a trusted friend.’

Mark Zuckerberg

Pages 83-89

How many testimonials do you have on LinkedIn?

How could you increase this number?

What review sites are relevant to you and your industry?

Do you display testimonials and case studies on your website? If not, why not?

Who are your best customers who might be willing right now to write a great testimonial for you?

COMMUNICATION

Pages 92-94

A Moment of Reflection

How effective a communicator are you under pressure?

Do you panic? Do you stress other people out? Do you miss the social nuances which achieve a better response from others?

How good a team player are you? Do you play well with others or prefer to work more independently?

What are your negotiation skills like? Do you typically create win-win situations or do you cut off your nose to spite your face?

How good are you at developing other people? Do you mentor/coach your staff, colleagues or children?

Are you personally accountable? Do you accept responsibility when you make mistakes or are you too proud to acknowledge your failings?

How self-aware are you? Do you know how you are perceived by others? How do you think they would describe you? Does this match the impression you want to make?

Do you think your physical state affects your communication? Do you take your moods to work with you? Do you act differently when tired, hungry or stressed? How does this impact others?

How did you score yourself? I would imagine the vast majority of us have room for improvement, yet most will typically favour the hard skills over the soft when it comes to investing time and money on training and development. Remember the 100-year-old lesson, perhaps the emphasis should be proportional to the impact with 85% of our focus on soft skills?

*‘The quality of your life is the quality of
your communication.’*

Tony Robbins

Notes

COMMUNICATION

Pages 95-107

Being honest with yourself, when you talk to others, how much are you focused on them?

How do you mentally and physically prepare for a networking event? If you don't prepare, how do you think that affects your energy and the way you communicate?

Think about the language you use. What negative words can we start to drop from your vocabulary right now?

What do you think your body language says about you?



You don't have to do it alone!

If you feel you would benefit from a mentoring session with me to help you focus, be accountable and maybe tap into my network... then get in touch.

STORY TELLING

Pages 117-120

Use the space on the opposite page to list your stories

Consider the following.

Your victories and achievements.

Your failures and what you learned.

Your most embarrassing moments.

Your biggest coincidences.

The big injustices you have witnessed.

When justice was served.

Stories that touched you heart.

People that totally inspire you and why.

Stories which gave you a different appreciation of other cultures.

When you were lucky.

Your funny business stories.

“If you wish to influence an individual or a group to embrace a particular value in their daily lives, tell them a compelling story.”

Annette Simmons

ACTION - Think about how you can incorporate these stories into your marketing, blogs, meetings and talks.

BUILD PEOPLE UP

Pages 121-123

“You need to be aware of what others are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits”

Jim Stovall

What do you admire most about your best contacts, team, family, customers?

ACTION - TELL THEM!

EXPRESS YOUR VALUES

Pages 124-127

What are your business and personal values?

Take a look at your website, social profiles and marketing literature. How well do you think your values are reflected?

What could you do to include them even more?

COMMUNICATION - CONTINUED

Pages 128-142

Reflect on your last few conversations, how well did you demonstrate the following?

Sincerity

Manners

Empathy

Your Values

How well did you listen?

When faced with conflict how do you respond?

Diplomacy is the art of letting somebody else have your way'

David Frost

Confidence
Ask Questions **Diplomacy**
Emotional Intelligence **Be Interested**
Body language **Listening** **Manners**
Communication **Rapport**
Humour **INFLUENCE** **Self Awareness**
Values
Negotiation **Self Deprecation**
Sincerity

"The biggest deficit that we have in our society and in the world right now is an empathy deficit. We are in great need of people being able to stand in somebody else's shoes and see the world through their eyes."

Barack Obama

WORDS THAT INFLUENCE

Pages 143-160

This was a fairly meaty chapter covering a fair bit of information about the power words can have whether spoken or written down. Have a good think about the following:

What negative words do you use habitually?

What are the keywords you want to be known for?

Having read this chapter, how would you rate your website & marketing copy?

ACTION - Take some time to consider changing your key messages, website copy etc. using the words that influence.

“Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of others.”

Napoleon Hill

Be aware that the vast majority of us are not experienced copywriters. If you you have written all your copy yourself... chances are it's rubbish ;-)

Consider asking for help!

See my website for a few useful analysis tools

Some other useful sites for word analysis;

Keyword Density Analysis Tool

<https://www.internetmarketingninjas.com/seo-tools/keyword-density/>

Side-by-Side SEO Comparison Tool

Compares your site with your competitors

<https://www.internetmarketingninjas.com/seo-tools/seo-compare/>

99 Marketing tools

<http://www.wordstream.com/blog/ws/2015/08/24/online-marketing-tools>

BLOGGING

Pages 166-182

Whether you already blog or intend to start, consider the answers to the following questions.

What is the main subject and how does it help you?

Who is the intended audience?

What do you want them to do as a result of your writing?

Where does your audience hang out on social media?

Who is already successfully blogging that you

Who could you invite to guest post?

What sites would you like to guest post for?

List 10 other blogs on your subject which you can learn from

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

DEMONSTRATING EXPERTISE - WRITING FOR PUBLICATIONS

Pages 184-191

What publications would you like to write for? Think Industry, target demographic etc. List at least 10 below , find contact details for editorial team.

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

Publication:
Contact details:

ACTION - Create a few sample pieces if you don't already have them to show off what you can do.

ACTION - Create a one-page bio which clearly explains your experience and why you are qualified to be sharing though leadership on

WRITING A BOOK

Pages 192-201

If you were to write a book, what would it be about?

What would be the main lesson for the reader?

What books in this genre do you already admire? Which were successful?

What are you doing differently?

INFLUENCE BY PUBLIC SPEAKING

Pages 202-212

What topic do you want to speak on?

What do you want the audience to feel as a result of your talk?

What action do you want your audience to take?

What are your unique qualities?

“Speech is power: speech is to persuade, to convert, to compel.”

Ralph Waldo Emerson

Using your stories from the previous chapter, which of them best emphasise your message and can be used to structure your presentation?

Take some time to identify potential events to speak at.

ACTION - Join the speakers corner group on Facebook.

Y

IS

FOR

YOU

A MOMENT TO REFLECT

The last section of my book I share the qualities I most respect in the influencers I have met.

You may already have these qualities in abundance, but how well are they reflected in your actions and daily interactions with others?

Over the coming pages ask yourself these 3 questions.

1 - On a scale of 1–10: how much do you think you embody this particular quality?

2 - On a scale of 1–10: if you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

3 - For each of these qualities, what do you think you could do right away (make a list if you like) to embody them more and demonstrate them in your everyday interactions?

EFFECTIVE INFLUENCERS ARE AUTHENTIC

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Think about someone you thought was inauthentic or hiding behind a mask in the past. How did you feel about them?

EFFECTIVE INFLUENCERS THINK ABOUT THE FUTURE

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

When was the last time you thought about how your industry was changing?

What do other influencers write or say about your industry?

Does the future change in your industry present any opportunities?

EFFECTIVE INFLUENCERS LEVERAGE TECHNOLOGY

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

What sites are you not active on which could extend your reach?

What technologies do your peers use to make their lives easier and could you adopt them?

EFFECTIVE INFLUENCERS ARE COURAGEOUS

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Where are you playing it safe right now?

What from this book do you consider outside of your comfort zone?

What can you do right now to push a personal boundary?

EFFECTIVE INFLUENCERS ARE GREAT COMMUNICATORS

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

When you review the previous chapters, in what areas are you strong?

Again, from these chapters, where could you improve?

What opportunities do you have at your disposal to practice in these areas?

You don't have to do it alone!

If you feel you would benefit from a mentoring session with me to help you focus, be accountable and maybe tap into my network... then get in touch.

EFFECTIVE INFLUENCERS HAVE INTEGRITY

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Who do you respect in business that you feel matches • these traits?

Can you remember a time when you didn't act with integrity? • How did you feel?

Can you remember a time when you know you did the right thing? How did you feel?

EFFECTIVE INFLUENCERS ARE FOCUSED

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

What are you working on right now?

How many balls are you juggling?

Could you park one or two things while you focus on one project as a result of something you have read in this book?

EFFECTIVE INFLUENCERS SHOW HUMILITY

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Who in your network keeps you grounded?

How self-aware are you? Remember to take the test on my website.

List your strengths and weaknesses and identify areas for development.

STRENGTHS

WEAKNESSES

EFFECTIVE INFLUENCERS ARE PREPARED

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

What tasks do you automate using technology tools?

Where do you lack organisation?

How could you utilise your travel time?

EFFECTIVE INFLUENCERS ARE CONFIDENT

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

In what area of your work do you lack confidence? And Why?

What can you do about it? List some ideas.

EFFECTIVE INFLUENCERS ARE INSPIRATIONAL

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Who do you consider inspirational in your network?

What are the traits that make them inspirational?

What can you do to model their behaviours?

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

John Quincy Adams

EFFECTIVE INFLUENCERS ARE PASSIONATE

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Think of the most passionate leaders you know. How does their passion show?

Reflect on your last ten interactions with customers, your boss, your colleagues or your network. How passionate were you?

What could you have done to demonstrate your enthusiasm more?

EFFECTIVE INFLUENCERS ARE RESILIENT

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Think back to a time when things didn't go to plan. How did you handle it?

What would you do differently now?

EFFECTIVE INFLUENCERS ARE DECISIVE

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

Reflect on the last three big decisions you had to make. How long did it take you?

What would have made you comfortable enough to come to a quicker decision?

EFFECTIVE INFLUENCERS ARE CONNECTED

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

How would you honestly rate your network?

If you were to wave a magic wand right now and add five new people to your network, who you could build a meaningful relationship with, who would they be?

- 1.
- 2.
- 3.
- 4.
- 5.

What steps could you take straight away to make this happen?

More free resources at
www.Influencethebook.com

EFFECTIVE INFLUENCERS ADAPT

How much do you think you embody this particular quality?

1 2 3 4 5 6 7 8 9 10

If you were to ask all of your friends, family and colleagues how much they think you embody this quality, what do you think they would say?

1 2 3 4 5 6 7 8 9 10

what do you think you could do right away to embody this quality more and demonstrate it in your everyday interactions?

1 2 3 4 5 6 7 8 9 10

How fixed are you in your thinking?

When did you last visit your message, and hold it up against the change around you?

EFFECTIVE INFLUENCERS ARE CHARASMATIC

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What can you do to increase your charisma? Maybe manage your energy better, sharpen your image, smile and increase your self-belief for starters?

Reflecting on the charismatic people you know, what makes them stand out to you?

How can you replicate their behaviour so it is right for you?

EFFECTIVE INFLUENCERS ARE GENEROUS

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What do you consider the benefits of generosity?

Who in your environment could you help more right now?

What could you incorporate into your everyday life to foster more generosity?

EFFECTIVE INFLUENCERS HAVE GOOD INTUITION

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Think back to a time when you went against your gut. What was the outcome and how did you feel about it afterwards?

Now do the opposite, think when your gut has served you well because you listened to it.

EFFECTIVE INFLUENCERS ARE PERSISTENT

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“Ambition is the path to success; persistence is the vehicle you arrive in.”

William Eardley IV

EFFECTIVE INFLUENCERS ARE DISCIPLINED

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What tools do you use to keep focused on the task in hand?

What routines or habits do you have to keep you on track?

EFFECTIVE INFLUENCERS ARE ACCOUNTABLE

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Here is a question for you: why would you trust someone with no accountability?

Who in your life holds you accountable? How do they do it?

How do you hold yourself to account?

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EFFECTIVE INFLUENCERS ARE VISIONARIES

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Think about your vision for your future. Can you describe it easily?

Think about your vision for your industry. What would need to happen for it to become a reality?

Who needs to share in your vision to ensure its success?

“Be brave enough to live the life of your dreams according to your vision and purpose instead of the expectations and opinions of others.”

Roy Bennett

EFFECTIVE INFLUENCERS ARE POSITIVE

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How do you act under pressure and how does this impact your relationships?

How do you demonstrate positivity in your communications?

Think back on your last five customer interactions. How could you have made them more positive and what do you think the benefits of this could be?

- 1.
- 2.
- 3.
- 4.
- 5.

“Surround yourself with positive people and you’ll be a positive person.”

Kellie Pickler

EFFECTIVE INFLUENCERS ARE GREAT WITH OTHER PEOPLE

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When interacting with others, how much do you think about how they are feeling?

Think about the last time someone paid you a compliment in a business setting. How did it make you feel?

How could you make a small change to your communication to incorporate this trait?

“Beginning today, treat everyone you meet as if they were going to be dead by midnight. Extend them all the care, kindness and understanding you can muster. Your life will never be the same again.”

Og Mandino

EFFECTIVE INFLUENCERS ARE OPEN MINDED

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Think of the last time one of your ideas was challenged. How did you react?

How could you have handled the situation better?

A mind is like a parachute. It doesn't work if it is not open.'

Frank Zappa

EFFECTIVE INFLUENCERS RECIPROCATE

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Think about every strong relationship you have, what is the value exchange? i.e. what do you get from the relationship and what do they get?

When it is one sided it rarely lasts very long. Who has recently gone out of their way for you? Do you feel a desire to return the favour?

You don't have to do it alone!

If you feel you would benefit from a mentoring session with me to help you focus, be accountable and maybe tap into my network... then get in touch.

EFFECTIVE INFLUENCERS ASPIRE TO BE MORE THAN THEY ARE

*“Good intentions are a waste of time
without action and implementation.”*

Warren Cass

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