

## Mastering Influence – Module 2 Exercises and Homework

### Exercise 1

- a) Make a spreadsheet - List 10 influencers in your influence topic
  - Professional speakers
  - Head professional group
  - Event / Conference host
  - Magazine writers / owners, Bloggers
  - Radio or TV personalities
- b) Rank them based on how accessible they are to you (would they answer your calls)
- c) Research what tools they use to reach their audience

Influencers you respect in your topic of influence	Accessibility	Tools they use to reach their audience	Notes

**Homework Exercise 1** – grow your following (5 minutes a day). Options include:

- a) [www.SocialBuzzClub.com](http://www.SocialBuzzClub.com)
- b) [www.EmpireAvenue.com](http://www.EmpireAvenue.com) (see bonus video)

### Homework Exercise 2

- a) Use your tools to start promoting content for the influencers on your list (most accessible first)
  - b) Let them know in some way
  - c) Record what you've done in the notes section
- E.g. Post to Facebook (tag), Twitter (put their handle), repost blog content with email permission