

## Mastering Influence – Module 3 Exercises and Homework

### Exercise 1

Inventory all the ways you can personally gift influence

- a) Powerfully introduce them to others
  - Who do you already know that's influential or that an influencer would want to know (e.g. people who hire speakers)?
  - Add these people to your database of influencers you want to know
- b) Get them opportunities to speak / interview
  - What stages to you have or have access to?
  - Add these people to your database of influencers you want to know
- c) Celebrating their work on social media or in other tools you have
- d) Write articles about them / their work
- e) Other

### Exercise 2

- a) List all the influential people you know well, even if they hold influence in a completely distinct area from you.
- b) Add them to your tracking sheet.

**Homework Exercise 1** – grow your following (5 minutes a day). - Invite your contacts database to connect with you on Facebook or LinkedIn

### Homework Exercise 2

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

### Homework Exercise 3

- a) Email some of your influencers
  - Introduce yourself as a colleague
  - Invite them to connect to explore ways to collaborate
- b) Track what you do