

Mastering Influence – Module 2 Summary Habits, Rules & Mistakes

Habit	Unspoken Rule	Common Mistakes
#1 Authenticity - Influential people <ul style="list-style-type: none"> - Do something they deeply care about - Only play with others they deeply respect 	#1 - I will not take you seriously if you are inauthentic and only chase money or power. You must know what you love and why you respect my work , as a peer, or I will loose respect for you.	#1 – Not aligning with your passion (a.k.a. Practicing at business) E.g. <ul style="list-style-type: none"> - Doing something temporary until you can do what you love - Focusing on how you make money rather than the service you want to bring #2 – Not choosing who you want to play with, based on respect I.e. Pandering to those you really don't like
#2 Playing Big Influential people <ul style="list-style-type: none"> - Are of high service to others (i.e. they solve a big problem for others) - Focus on that problem to the exclusion of other things - Confident. They know their fear is of no use to others. 	#2 - I will not take you seriously if you play small when you deal with me. You must have clarity, focus and confidence. Part A Clarity I will not take you seriously unless you can tell me: <ul style="list-style-type: none"> • Why you love what you do, • Why it solves a big problem for others; • Who your audience is. Part B Focus I will not take you seriously unless you focus on that which gives you influence Part C Confidence I will not take you seriously if you live in fear	#3 - Bringing in irrelevant points of focus. E.g. <ul style="list-style-type: none"> • Pitching them something like an MLM you belong to • Being all over the map in what you do • Focusing on what you do to make money if it's different from who you want to be as in influencer #4 - Fear is a time and energy waster & causes socially weird behavior. It's all about you. <ul style="list-style-type: none"> - Taking way to long to get to the point - Over apologizing for being small, late, not connected enough, not good enough - Not talking enough that I understand you
#3 – Influencers spend much of their time communicating in a <i>one to many</i> scenario (i.e. audience or following somewhere)	#3 - If you do not work in a one-to-many context in at least one area, influencers view you to be playing a completely different game and therefore do not want to play with you.	#5 – trying to play badminton with someone who's passionate about hockey