

Mastering Influence – Module 4 Exercises and Homework

Homework Exercise #1

- Smile 10 times a day when no one is around
- Smile at least three times, every time you talk on the phone
- Smile in meetings

Homework Exercise #2A

- Choose one live event of a influencer you'd like to be in relationship with and decide to attend
- Help promote the event (invite people, social media etc.)
- Endorse the host to anyone you're with
- Ask questions that forward the conversation
- Introduce people in the room
- Walk prospective members over to meet the host
- Meet any influencers in the room

Homework Exercise #2B

- Write a short summary of how much influence and connection you generated at this event.
- Compare that to what you normally would have generated.

(Recommended) Continue - Homework Exercise from last module

- 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

(Recommended) Continue - Homework Exercise from last module

- 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