

Mastering Influence – Module 4 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

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#4 - Using influence as a currency of relationship building i.e. the currency of influencers is influence. Accumulate currency to spend on your relationships with influencers	<p>#4 - our relationship currency is influence, if you wish to pay in other currencies, the exchange rate is extremely high!</p> <p>#5 – you must freely spend your influence currency on those you respect, or you will be assumed to be a weak player</p> <p>#6 - influence can be gifted to influencers in other topic areas</p>	<p>#6 - missing the exchange rate on the currency (if you charge by the hour, an hour of your time is not worth an hour of mine. We don't do math that way)</p> <p>#7 - Not “spending” the currency you have to relationship build (what you spend comes back exponentially, so why would you save it?)</p> <p>#8 – missed opportunities to gain support from influencers who already love you</p>