

## Mastering Influence – Module 5 Exercises and Homework

**Exercise 1 - Create 2 asks you can make to other influencers and make them as simple as possible.**

**Exercise 1a)** – Social media shout outs

Focus on creating good content that grow your reach (avoid sales posts for now)

- A few 120 character tweets – quote your content & include #quote @yourtwitterID #follow
- Facebook / LinkedIn - Endorsement sentence with link to free content e.g. Worthwhile read on... [www.yourblog.com](http://www.yourblog.com)

**Good Posts** Focus on the reader not you:

e.g. Help Jane Smith out by reading her blog Vs. 5 tips on beating arthritis – or – If you're an arthritis sufferer this is a fantastic read...

**Exercise 1b)** – Asking for an introduction – Create a pre-written intro of yourself that you would send to people who have offered to introduce you by email to other influencers e.g.

*Please meet Teresa de Grosbois, 3X bestselling author and international speaker. Teresa teaches people how to create word of mouth epidemics or even pandemics. She has also founded an international invitation-only council of thought-leaders who collaboratively work to help each other grow their influence in order to make the world a better place. You two have much in common so I wanted to connect you to look at possible collaborative opportunities.*

## Exercise 2 – Self evaluation

- Think of the last three times you attempted to connect with an influencer and were stopped,
- For each situation, guess at the most likely cause. E.g.
  - Premature ask
  - Didn't offer something first
  - They were not a fit at this time
- Forgive yourself and move on

## Homework Exercise

Follow a cycle of reciprocity to completion with one influencer you've been introduced to E.g.

- Someone connects you
- You thank the connector, express gratitude to meet them, ask if they'd like to connect?  
(FULL STOP)
- Set up a phone meeting
- On the meeting – ask lots of questions, find out what they do, make one offer of support
- If they offer back, make a simple ask (Exercise 2)
- Repeat weekly