

## Mastering Influence – Module 7 - Homework Exercises

### Homework Exercise 1 – testing the plan

1. Pick 3 to 4 influencers whom you really want to play with
  - Authentic
  - Within your reach
  - You'd want them involved
2. Ask them for advice / feedback on your idea

### Homework Exercise #2 – Redesigning the plan based on feedback. Things to check

- a) Were there better ideas than what you had in mind?
- b) Was the idea compelling enough (we're they enrolled to the point of wanting to participate)
- c) Would the idea make money?
- d) Who would you invite?
- e) What logistics would be needed?
- f) What budget would this require?
- g) Website, conference lines etc
- h) Physical location
- i) People you'd need to hire
- j) What's the simplest / cheapest way to start?
- k) How much time would be needed?
- l) How much time do you have?
- m) Can you scale the project to work?

## **Your Community Plan**

**1. What?** Formal or informal?

**2. What** type of community?

- Mastermind (6 person business collaboration)
- Learning (many person learning collaboration)
- Network (many person connecting body)
- Council (many person group with a specific objective)

**3. Why** do you exist? - What's the problem you solve for your industry?

**4. Why** - What's the problem you solve for the other influencers?

**5. Why** - What's the outcome you create?

**6. How often** do you meet? **How** long?

**7. Who** is involved / facilitates / runs?

**8. Where?** (on-line / off-line)