

## Mastering Influence – Module 7 Summary Habits, Rules & Mistakes

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

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