



Mastering Influence – Module 8 - Homework Exercises

Homework Exercise 1

1. What would need to change for you to say yes?

2. How will you enroll the broader group?
 - a) How will you enroll the first adopters?
 - Celebrate them
 - Treat them as leaders within the community
 - Special pricing / special status

 - b) How will you encourage your first members to bring in other members?
 - Show them how a strong community is to their advantage
 - Affiliates (pros / cons)
 - Thank-you rewards

3. *Implement your plan*