



X POWERFUL **WAYS** **TO INFLUENCE PEOPLE**



INTRODUCTION

The ability to influence people using social and communication skills is something that many people want to do. A good influencer is able to use their skills in one on one, group and one to many scenarios (webinars for example) to get them to take the action that they want them to.

The action could be the decision to purchase something, buy in to a philosophy, do something collectively and so on. When you know how to influence your audience you can get them to agree with your message and your point of view. This is extremely powerful and in this special report we reveal X powerful influencer techniques you can use.



USING AUTHORITY FOR SUPPORT

Some people are very skeptical and will need more convincing of your point of view than others will. Back in ancient Greece, Aristotle developed the concept of “ethos” as an essential element of influence and persuasion.

To be a good influencer you need credibility. Your audience needs to perceive that you are an expert in your chosen field. Even when you manage to do this it will still not be enough for some people.

So it is always a good idea to use authoritative sources to back up your argument. When you provide data and statistics in presentations then reveal sources. Always go for the most credible sources that you can such as government, top brands that people will know, well known experts in your field and so on.

If your audience sees that a credible source supports your claim then they are far more likely to believe you than if you just make the claim yourself. This is a tried and tested influencer method that works really well and is fairly easy to implement.

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THE ABUNDANCE MENTALITY

This is a great influencer tactic as often people will feel that they will not be able to do what you are claiming because they have never had any luck before etc. A lot of people believe that only the wealthy and successful can become more wealthy and successful. You can challenge this thinking with the concept of the abundance mentality.

Abundance mentality is a belief that anyone can tap into abundance. The belief is that anyone can manifest abundance and that it is their mindset that is holding them back from doing this. This is a powerful tool that challenges the commonly held belief that resources such as money are scarce.

Business leaders use the abundance mentality technique with employees to convince them that even though there is a lot of competition in their niche that there are always opportunities available for new business. It is a powerful influencer technique that has worked for a long time.