

# Week 2

# Influence Skill Builder

## Developing Skills For Massive Impact

Previous Week 1 Skills: ([Click Here For Document](#))

**Skill 1:** BELIEF/LESSON/PRINCIPLE

**Skill 2:** Reciprocity

**Skill 3:** T/M Preframe

**Skill 4:** It's not just X its Y (Value Stacking Language Pattern)

**Skill 5:** Greater relevance

**Skill 6:** Attention Generators (AG)

**Skill 7:** Agreement Amplifiers (AA)

**Skill 8:** Loss Aversion

Week 2 Skills:

**Skill 9:** Metaphor/Analogy

**Skill 10:** Question Control Mastery (QCM)

**Skill 11:** Famous/Authority Quote

**Skill 12:** Mini Story

**Skill 13:** Embedded Commands

**Skill 9:** Metaphor/Analogy

"If a plant is not growing, it is dying."

**Skill 10:** Question Control Mastery (QCM)

"So, If a plant isn't growing, then what is it doing? That's right, it's dying."

**Skill 11:** "Part Of You" (Value Stacking Language Pattern)

"(M/A) But, If a plant isn't growing, then what is it doing? (QCM)  
That's right, it's dying."

"Now I'm not saying you're dying physically, but part of you  
(P/I/) doesn't feel fully alive if you're not reaching your full  
potential."

**Skill 12:** Famous/Authority Quote

"But, If a plant isn't growing, then what is it doing? That's right, it's dying."

"Now I'm not saying you're dying physically, but part of you  
doesn't feel fully alive if you're not reaching your full  
potential."

Now here's the good news, you can change. Jim Rohn says "If  
you don't like how things are, change it! You're not a tree."

### **Skill 13:** Mini Story

- Airplane
  - V - Flight attendant
  - A- "In case of emergency, put the oxygen mask on yourself."
  - K- Sitting in my chair..
  - F- Feeling interested

### **Skill 14:** Embedded Commands

Im not telling you that...

- YOU SHOULD PRACTICE THIS
- GO OUT AND GIVE YOUR ALL
- YOU WANT TO BETTER YOURSELF

Maybe..

You know there is a next level...

You realize that time is passing..

And so they're telling me "you need to take care of yourself, before you help others."

They know the truth, "you cant help others unless you first help yourself."

Microscripts:

World class communication is not about your INTENTION it is about the  
listeners RECEPTION