

# Week 3

## 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: [\(Click Here For Document\)](#)

**Skill 9:** Metaphor/Analogy

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

**Skill 11:** Famous/Authority Quote

**Skill 12:** Mini Story

**Skill 13:** Embedded Commands

### Week 3 Skills (Story Telling):

**Skill 14:** Story Telling (Immersive Experience)

**Skill 15:** Story Telling (Bounce)

**Skill 16:** Story Telling (Aligned Adversary)

**Skill 17:** Story Telling (Story Core)

### In Depth:

**Skill 14:** Story Telling (Immersive Experience)

- ☐ **SIGHT**
- ☐ **TOUCH**
- ☐ **AUDITORY**
- ☐ **FEELINGS**

**Skill 15:** Story Telling (Bounce)

- The bounce must be Relatable
- The bounce must be General

**Skill 16:** Story Telling (Aligned Adversary)

- "A united enemy creates a strong alliance."
- The moment the listener has a desire to defeat YOUR enemy, they are now part of your story.

**Skill 17:** Story Core (Your story is about them)

- How do they currently feel? (Current Location)
- What is their desired emotional state? (Desired Destination)

**\*\*Bonus\*\*** Use Previous Weeks Skills

- Metaphors
- QCM (Question Control Mastery)
- Embedded Commands