

# Week 4

## Influence Skill Builder

### Developing Skills For Massive Impact

60 minute talk - Selling something.

Intro:

Story:

Content/Bit:

Key 1:

Key 2:

Close:

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

**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

Week 4 Skills (Recap 1-3):'

Overall Structure:

**Skill 18:** C.O.O – Category of one

1. Surprisingly, not a **\*single sales\*** course managed to cover the following aspect....
2. Strangely enough, none of the sales courses I took bothered to mention this key point.
3. every sales course I attended conveniently overlooked this crucial information.
4. Curiously, every sales course I enrolled in failed to address this vital aspect.
5. Astonishingly, not one of the sales courses I completed bothered to include this essential piece of knowledge.
6. Remarkably, every sales course I undertook **failed to incorporate this critical** element.
7. None of the sales courses I pursued **managed to highlight this significant factor.**
8. Ironically, despite investing in multiple sales courses, this important detail somehow slipped through the cracks.
9. Amazingly, not a single sales course I encountered made any mention of this fundamental aspect.
10. Every sales course I went through seemed to omit this essential component from their curriculum.

### **Skill 19: Losing Track**

"And as it relates, to the concepts of *\*speaking influentially\** a key thing to remember IS...

"Now specifically, here's what I want you take from this conversation...

"

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That means..

Theres so many people who cant stick to their word.. And those people who cant act in congruency, if they cant focus for an hour, are never going to impact the same amount of people, as you..

Simplify - 10-15l..

1. consulting
2. One on ones
- 3.