

# Week 5

## 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): ([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):'

**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...

Week 5 Skills: ([Click Here For Document](#))

Structure Of a 60 minute presentation:

1. Intro
2. Story
3. Content
  - a. Key 1 – SALES (2 Rules Of Selling)
    - i. Case Study – Story
    - ii. Metaphor
    - iii. Memorable Close
  - b. Key 2 – Automation (PCL)
    - i. Quote
    - ii. Study/Statistic
    - iii. Story
  - c. Key 3 – Relationship (Future)

i.

4. Close

## Week 5 Homework:

1. Write out a list of beliefs that IF your audience had these beliefs, they would be likely to take action. Write a minimum of **5 beliefs**.
2. From the list below, write out a minimum of 3 Identity Shift Ingredients for EACH of the 5 beliefs above:
  - a. **Story**
  - b. **Metaphor (Or Analogy)**
  - c. **CITE (Authoritative Quote)**
  - d. **Science (Study)**
  - e. **Memorable Close**

Example:

Beliefs that would increase sales:

1. **I need this:** The quality of your relationships and the quality of life comes down to the quality of your communication.
  - a. Insert Story
  - b. Insert Tony Robbins Quote
2. **This will work:** You are capable of so much more, and there is a next level.

a. Insert Metaphor > If a plant isn't

3. **It's smart to do this:** Smart people invest in themselves, while regular people purchase.

a. Insert Story

4. **Others will be with me:** If you're surrounded by a community of like-minded people you are more likely to succeed.
5. **This is more important:** Time is more important than money.
6. **I'll look back at my life and feel good I did this:** Life is about growing and giving and The more you have the more you can give.