

25

WAYS TO
INFLUENCE
OTHERS

Influence is at the core of *everything*.

Employers influence employees to be productive.

Parents influence children to do their chores.

Children influence parents to get what they want!

The power of influence can be learned and developed into an art form. Just promise to use it only for good!

1. KNOW WHAT YOU WANT.

What is your purpose in influencing others? In order to persuade others, you must have the end in mind.

2. HYPNOTIZE.

Not literally, but through your charm and speech patterns. Remember that people want to please someone they admire and respect.

3. PAY THEM.

Money is always a motivator, isn't it? It may be the easiest and quickest way to get what you want, but it sure can get expensive.

4. REASON WITH THEM.

Explain your position. Focus on the answer to their burning question:

“What’s in it for me?”

5. COMPROMISE.

Getting someone to do what you want often involves communication and negotiation. This is where you can take the *“I’ll scratch your back and you scratch mine”* approach.

6. COMMUNICATE.

Communication is the key to influence.
Clear and effective communication will
lead others to your view point.

7. BE PASSIONATE!

Passion, alone, can persuade others. You can be just the flame they need to light their fire.

8. REMAIN CONSISTENT.

Stay the course regardless of the direction of the wind. If you flip-flop, it's a sure way to destroy any influence you might develop.

9. BE THE EXPERT.

Whether you like it or not, people respect authority figures. When you become the expert, you have the power of influence on your side.

10. LISTEN.

If you want to be able to influence people then you have to be able to listen. *Active* listening is part of effective communication, which is essential to influencing those around you.

11. BE LIKABLE.

If you want to influence others, they have to like you. If you show a genuine interest in others and care about them, they usually will.

12. SHOW CONFIDENCE.

If you speak with confidence, people will trust your advice. This makes it easier to influence others to see things your way.

13. BE AUTHORITATIVE.

Speak using powerful, emotionally charged words to persuade others.

14. RESPECT.

You're more likely to be heard if you're respectful of others.

15. USE SCARCITY.

People assign more value to objects and opportunities that come in limited quantities. So don't try to influence others too often. If you do, it won't seem genuine.

16. BRAND YOURSELF.

People love brand power. If you can brand yourself as the go-to guy or gal, others will spread the word about you. That's influence!

17. UNDERSTAND THE OTHER POINT OF VIEW.

Demonstrate that your point of view also reflects their beliefs, too.

18. BE PATIENT.

It may take several tries to convince others, so be patient, yet persistent.

19. ADMIT YOUR MISTAKES.

If you're wrong, admit it. People will remember you as being fair and honest.

20. HIGHLIGHT WHAT YOU HAVE IN COMMON.

Find a thread of common interest and build from there.

21. PRACTICE.

Any chance you get, practice the technique of persuasion. Practice really does make perfect!

22. RESEARCH.

Research facts and arguments that prove your point of view.

23. BE POSITIVE.

Influence others with a sunny disposition and bring them hope.

24. GET ENDORSEMENTS.

People love to follow the trends set by others. Get someone notable to endorse you and you're sure to influence masses.

25. ASK.

It may seem silly, but sometimes just asking someone to do what you want can get them to do it. Just make sure you say “please” and “thank you.”

Respecting others and communicating with honesty, integrity, and passion will help you become a master of influence.

Just vow to only use this power for good!