



# BLOCKBUSTER INFLUENCE™

How to build superstar influence and get people to say 'yes' in five simple steps.

# 1

## CAPTURE ATTENTION

People are looking for information about you. Break through the clutter and stand out in a way that achieves your goal.

# 2

## LEAD WITH A GREAT TAGLINE

You need to quickly communicate a message that tells people why they should keep listening to you. Express what you want to say in one or two topline sentences.

# 4

## LEVERAGE YOUR FAN BASE

Stimulate interest and buy-in by creating positive word of mouth among key people, then let your loyal fans spread the word for you.

# 3

## CREATE SOME MAGIC

When you walk away from people, make sure you leave them with a positive feeling that sticks with them. Tap into an emotion and you'll be more likely to get someone to a yes.

# 5

## CREATE PARTNERSHIPS

Connect, be engaged, and build relationships. Connecting yourself to a familiar and trusted partner wins faster buy-in.