

10 Steps To Amplify Your Influence

Inspired by research from René Rodriguez into the neuroscience behind influential interpersonal communication.

1

Who is my audience?

2

What is my Influence Objective (IO)?

3

What is my value proposition?

4

What frame best sets up my message?

5

Is my credibility well-matched to my message?

6

Does my frame trigger the appropriate emotions?

7

Does my message make logical sense?

8

Is my tie-down clear: does my audience understand what my message means to them?

9

Is my message relevant and current?

10

Am I clear about the purpose in my message?



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