

# **Influence Like a Boss**

**build your reputation as an expert in your field**



**YOUR TRUE  
POTENTIAL**

IGNITE YOUR POWER WITHIN

**Workbook**

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# Introduction – Why Become an Industry Influencer?

1. Identify and list your current strengths that would make you a good influencer.

	<b>Strengths</b>	<b>Notes</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		

2. Define your goals for the completion of this course and in becoming an influencer.

<b>Goals</b>	
<b>1</b>	
<b>2</b>	
<b>3</b>	

# Apply the Proven Strategies of Industry Influencers

1. Define your specialty or your target area where you are most competent to be an expert and influencer.

2. List actions you will take towards implementing each of the strategies from this module. Note how those actions will help you begin to build your credibility, attract more followers, and expand your customer base.

<b>Strategy</b>	<b>Actions</b>	<b>Notes</b>
<b>Learn from Social Groups</b>		
<b>Online Education</b>		
<b>Media Tracking</b>		
<b>Alerts Services</b>		

<b>Share what you Know</b>		
<b>Make Yourself Accessible</b>		
<b>Books for Authority</b>		
<b>SHIP Method</b>		

# Create Content That Builds Your Influence

1. Document some specific topics, keywords, and media formats that are relevant to your expertise and you feel confident about creating and delivering.

	<b>Topics/etc</b>	<b>Notes</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		



2. For the topics you listed in Step 1, note possible media outlets or delivery platforms that could most benefit from your content, such as social media, live events, blogs, webinars, video websites, online training platforms, etc.

	<b>Topics/etc</b>	<b>Platforms</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		

# Build Your Presence Where it Has the Most Influential Impact

1. List 5 social media outlets that would best deliver your content and venue for your influence. If you don't already have accounts on those sites under your name or brand name, go ahead and do that now.

	<b>Social Media Outlet</b>	<b>Notes</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		

2. Identify at least 5 areas outside of social media where you can spread your influence and build a strong following.

	<b>Other Areas</b>	<b>Notes</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		

# Measure Your Social Influence

1. List your business performance measures that you wish to increase by becoming a market influencer.

	<b>Measure</b>	<b>Notes</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		
<b>8</b>		

2. Research and decide on 3 tools that would help you measure your social influence and note how they can help. Start with the ones listed in this module.

	<b>Tool</b>	<b>Notes</b>
<b>1</b>	Klout	
<b>2</b>	PeerIndex/BrandWatch	
<b>3</b>	Kred	
<b>4</b>	UberVU	
<b>5</b>	Klear	
<b>6</b>		
<b>7</b>		
<b>8</b>		

# Conclusion

1. Review your notes and what you have learned so far.
2. Identify 3 areas within your niche where you are currently an expert and how you can share your expertise.

	<b>Areas Where You are an Expert</b>	<b>Notes</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		

3. Determine what you need to do to be consistent in keeping up with your subject area.

4. Use the provided action plan template to list all of the tasks you will perform and timelines to match each of those tasks.

	<b>Tasks</b>	<b>Deadline</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		