

AMPLIFY YOUR INFLUENCE

Transform How You Communicate and Lead

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MAIN IDEA

Everyone has ideas to share with the world. To succeed, however, you need to learn how to get others to act on what you say. That's the aim and power of influence, and the good news is you can amplify your influence. Influence is a science that can be learned.



INFLUENCE

Specifically, the best and easiest way to influence people is to communicate using the three-part AMPLIFII formula:

THE AMPLIFII FORMULA

Frame → Message → Tie-Down



To use the AMPLIFII formula:

- Frame your conversation so people are prepared.
- Deliver your message clearly and concisely.
- Add a tie-down that locks in your message.

Influence is good. Do all you can to learn the science, and you will reap the benefits of achieving new levels of impact. Tip the odds in your favor by using the AMPLIFII formula.

"AMPLIFII starts with recognizing that all of us have one thing in common—a brain. Influence is about understanding how our brains and those of our audience process information. When we understand that process, our work, life, and business become easier. So do communications and interpersonal relationships, branding, messaging, conflict resolution, selling, and basically anything that involves human beings with brains working together to achieve a common goal."

– Rene Rodriguez



INFLUENCE

1. The Power of Influence Pages 2 - 3

Influence is all about presenting your ideas or message in the best possible setting or situation. In its purest form, influence is the capacity to have an effect on an outcome. The more you learn how to influence or change people's minds, the greater the capacity you gain to control outcomes in business and in life. Influence matters.

2. The AMPLIFII Formula Pages 4 - 6

To master the art and science of influence, you need to learn how to sequence and frame your ideas. The best and easiest way to do that is to use the AMPLIFII formula – frame, message, and tie-down.

THE AMPLIFII FORMULA

Frame → Message → Tie-Down



3. The AMPLIFII Skills Pages 7 - 8

Once you start using the AMPLIFII formula successfully, you'll find there are five skills which, if mastered, can enhance your ability to influence and persuade. Those skills are:



AMPLIFII SKILLS

- 1 Learn the art & science of STORYTELLING**
- 2 Use BODY LANGUAGE to increase influence**
- 3 LOVE – Listen, Observe, Validate & Expand**
- 4 Be aware of the STRESS factor and perform**
- 5 Use the AMPLIFII CHECKLIST to influence**