



## Communicate with Stories

- Storytelling has been used for ages and is still powerful way to connect.
- Connect with people in different ways. Everyone has a story to tell

The Wall Street Journal once used a story to incite reader emotions. It showed them as being the leading market influence. Use stories to communicate personal or business messages.

## Be Helpful

When someone provides a solution, you see them as influential. Join networks (forums, to share your expertise. Don't focus on profits. If you offer valuable advice and content, the money will follow.

- Relieve a pain
- Deliver a pleasure or benefit

Your influence and reputation will grow and people will see you as someone who cares about others.

## Build Strong Relationships

The people that matter the most are those you have relationships with. Becoming influential means building quality relationships.

- Work on relationships with other niche industry leaders
- Focus on customers and prospects
- Make yourself visible, listen and give more than you take

## Grow Your Knowledge and Expertise

- Who do you consider authorities and leaders?
- Strive to be viewed the same way
- True leaders never stop learning
- The right knowledge can save your business
- Brush up on skills where you aren't so strong
- A well-rounded skill set will ensure you're viewed as an important influence

## Conclusion

Smart business owners target a small, well-defined market.

- Use stories to connect emotionally with your audience.
- Always ask “How can I help?”
- Strong relationships will make sure others share your message for you
- Stay ahead of the curve to be the go-to expert