10 Steps To Amplify Your Influence

Inspired by research from René Rodríguez 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?