

# 306: Increase Your Influence, Decrease Your Influenceability

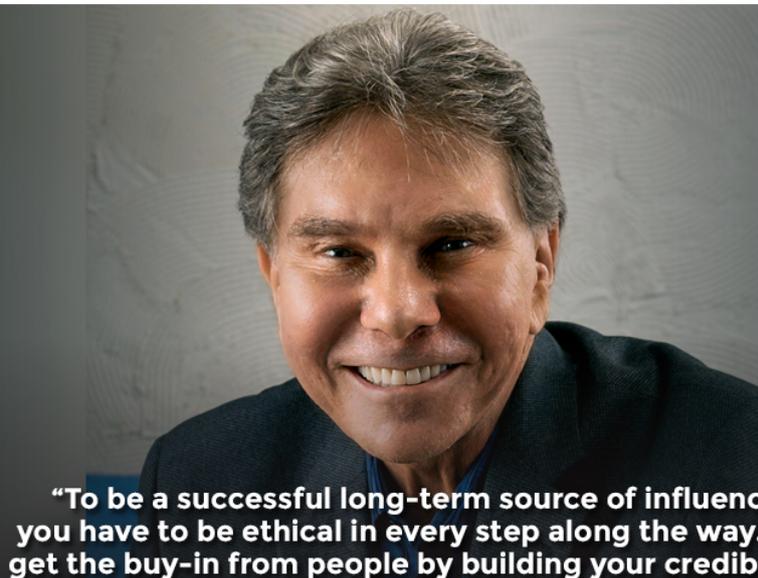
## 12 Point Checklist

### Dr. Robert Cialdini

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **12 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

*Get* **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



**“To be a successful long-term source of influence, you have to be ethical in every step along the way. You get the buy-in from people by building your credibility.”**

**DR. ROBERT CIALDINI**

# 12 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?  
Here are 12 steps that can move you closer to your goals – today.**

- Build my social proof. I should present a trend of my progress. Comparing where I am now to where I was before is better than saying I'm not yet where I want to be.
- Present relevant or relatable ideas. I'm more likely to convince people when I use experiences that are comparable to theirs. That makes it easier for them to imagine.
- Remain ethical when trying to influence my audience. Be mindful of my intentions in approaching people because one misstep can easily damage my credibility.
- Learn more about the principles of persuasion. If I want people to move in my direction, I should master convincing techniques to make them do so.
- Be comfortable with transparency. I should be open to sharing the negative things I'm aware of. By telling people directly what they need to know, I become more credible and reliable.
- Highlight my strengths without ignoring my vulnerabilities. They are part of who I am and are bridges to my power and new abilities. I should take pride that despite my weaknesses, I am still able and successful.
- Leverage the power of using the words "but", "however", and "nevertheless". Mention a weakness that one of my strengths can easily sweep away. These words focus the attention away from the negative to the positive.
- Establish credibility by remaining knowledgeable and trustworthy. I become more reliable when I use what I know, not just for my benefit, but for the benefit of others.
- Create a network of experts who can give me reliable feedback and opinions about my business. Their credibility can validate my credibility.
- Handle negative comments or reviews professionally. Instead of highlighting the pessimistic opinion given, focus on the positive ones and build strength from that.
- When asking for someone's feedback, ask for their advice instead of their opinion. By asking for advice, I am changing them from being a critic to being a partner. I am inviting them to collaborate with me on my idea.
- Visit [Influence At Work](#), subscribe to the [Principles of Persuasion Workshop](#), and purchase his new book, [New and Expanded Influence](#), to learn more about Dr. Robert Cialdini and effective and ethical influence.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/increase-your-influence-decrease-your-influenceability-with-dr-robert-cialdini/>