



THE INFLUENCE FACTOR

The Journey to Discovering Your Influential Voice

Ann M. Evanston, MA

The Influence Factor: A Journey to Stepping into Your Personal Power and Discovering Your Influential Voice



CONTENTS

PREFACE	4
HOW TO GET THE MOST FROM THIS BOOK	8
INTRODUCTION	12
WHAT IS INFLUENCE AND THE INFLUENCE FACTOR?	16
THE INFLUENCE FACTOR IN ACTION	19
EMPOWER YOUR TRUTH	24
OVERCOME BEING SCARED	37
OWN YOUR SELF-WORTH	46
DISCOVER THE POWER OF YOUR VOICE	54
THE INFLUENCE FACTOR AS A RITUAL, NOT A ROUTINE	68
SPECIAL OFFER	73
ABOUT THE AUTHOR	74



© 2012 by Ann M Evanston

ISBN 978-1-935157-28-1

ALL RIGHTS RESERVED

No part of this book may be reproduced or transmitted in any form or by any means – electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without written permission from the author, except for the inclusion of brief quotations in a review



The Power of Who You Are

PREFACE

This book is about discovering your Influence Factor. It is a personal journey, one of discovery and exploration. Some may call it a journey in finding your voice. Others may call it a journey of self-discovery. But it is really about moving past what you do, your rituals and routines, and the roles that you play. It is about moving past passion. It is about connecting with the core of who you are and how you use that core to create influence in your work, your life and in your relationships. It is about a journey to find your Influence Factor.

Over my years of counseling, coaching and training, I always have been fascinated by influence. When I studied and looked deeper into what makes one person more influential than another, I discovered that the Influence Factor had nothing to do with a skill set. It isn't just a strategy you employ by itself without a personal connection. The Influence Factor is a way of connecting your true self in the interactions you have in all aspects of your life, both personal and professional.



Do you find yourself:

- Wanting greater success?
- Frustrated when your ideas or opinions aren't heard or misunderstood?
- Deserving of greater happiness?
- Seeking better visibility for what you do?

Then this book was made for you.



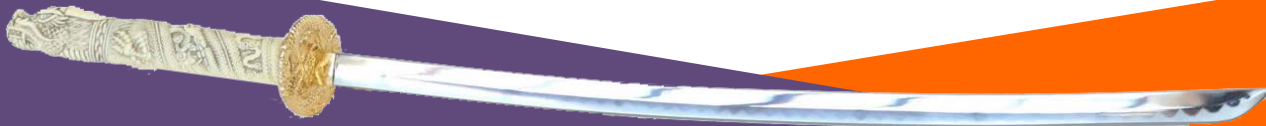
So many of us go through life trying to fit in. We have a huge desire to be liked by others, so we do things that may not truly align with who we are. We are taught to color within the lines, dress or talk a certain way, eat certain foods, and play by the rules. People tell us who we should be. You will be a doctor, a lawyer, a preacher, a wife, a mother. We are told how many Facebook friends we have in common while Google merges searches and tells us what we are most interested in. The everyday news impacts our mindsets and beliefs. It is a continuing battle to be ourselves. When we are constantly bombarded with what others tell us we should be and should do, we respond by working so hard to fit in, and we lose ourselves in the process.

Knowing and truly embracing the mind, body and spirit of who we are has nothing to do with fitting in. Finding your Influence Factor comes from stepping into who you are, not what, or who you or anyone else thinks you should be. You have to embrace who you are first and foremost before you find the happiness and success you want. You have to embrace who you are first before you can find your true influential voice. Once embracing your influential voice others are attracted to you. They want to hear what you have to say. They want to follow your lead. They are attracted to your personal power and energy. This is the Influence Factor.



Personally, I have learned that discovering who I am is a continuous battle in a world that wants to stop me from being the best *me* I can be. As I worked with clients over the years, I realized that they are challenged by this same battle. So in this book, I included not only my story but also stories from some of my clients. See, discovering your influential voice is a process not a destination. This book will keep you on your path of Influence.

This is your journey.

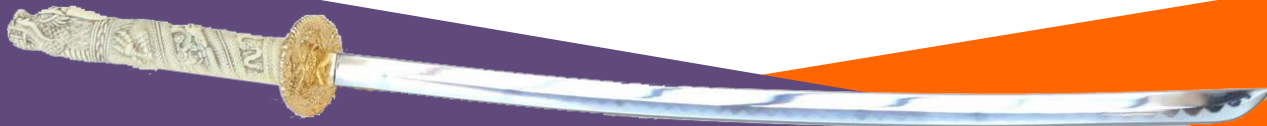


HOW TO GET THE MOST FROM THIS BOOK

It is so easy to just passively read a book. This book is designed to make you work! I want you to get results. I want you to see and feel a difference. There will be opportunities to go online and take an assessment, other times to journal. Take advantage of the resources and activities!

Here are my suggestions to make this book work for you:

1. Don't just read it.
2. Get a journal and write in it.
3. Take lots of notes in your journal.
4. Use colored pens and make your notes fun to do and look at later.
5. Each section has a different intent. Use them accordingly!

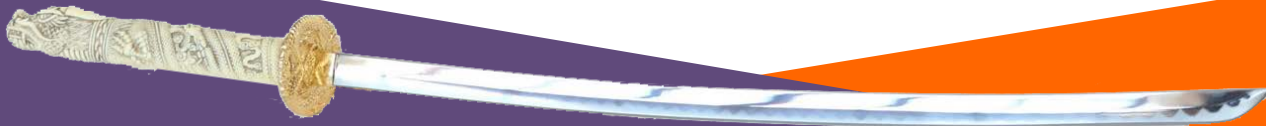


a. Shaded boxes – stories

- Make you smile
- Make you think
- Relate to your life
- Decide how to be or not to be the story

b. Sword – activities (curious why a sword? Go to <http://www.warrior-preneur.com/2011/12/28/the-power-of-a-warrior-preneurs-sword-6-symbos-of-its-power/> to read about the symbolization and how it fits into the Influence factor!)

- Do the activities
- Don't move on if you haven't finished them (your Influence Factor won't develop without doing the activities)
- Here is an activity right now!





ACTIVITY:
Scratch Paper Assignment

Grab a piece of scratch paper, sign your name, put today's date, and then print, "I am somebody." Now, take your pen (pencil or crayon) and put it in the other hand. Sign your name, put today's date and print "I am somebody" again!

Think about how the activity made you feel. When you did the activity with the hand you *always* write with, I bet you experienced:

Normal, natural, easy, comfortable, stress-free, quick, and routine – and I would believe that you didn't even think about it – you just did it. That is your comfort zone, isn't it? When something feels so natural that we do it without thinking about it, we are doing the things we have already learned.

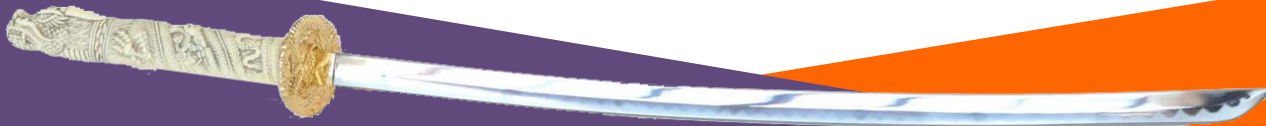


When you wrote with the opposite hand, I can guarantee you felt the opposite (YOU DID DO the ACTIVITY, right?!?): awkward, stressed-out, uncomfortable, hard, slow, and you really had to concentrate. I will also believe that you are not as satisfied with your result.

To increase your Influence Factor, you have to deal with the areas that make you uncomfortable – the areas that make you comfortable are the areas you already have figured out. Challenge yourself as you go through this book to work on the areas of discomfort – that is where you will find the greatest opportunity.

1. Repeat chapters as often as you feel necessary. When you repeat a chapter, activity or lesson, date your journal so you can see how your notes change over time.
2. Stay committed! Devote just 10 minutes a day to this book to see significant change.

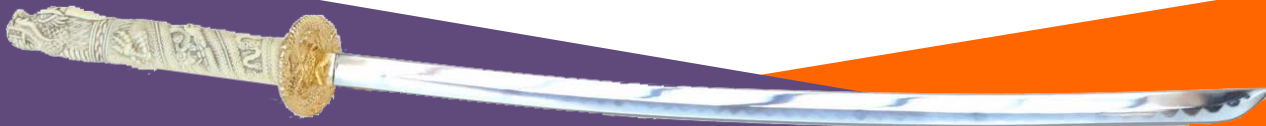
Most important – participate actively. Otherwise, nothing will change.



INTRODUCTION

The Influence Factor is a way of being that starts with owning your personal power. I hope that you have many, many passions in your life! This is a journey to discover your Influence Factor; the inner mindset and emotion that drives you to be. It is about discovering that life isn't about titles and roles to play. The Influence Factor is about a way of life. Because it is a journey, not an event, it is a process you will continue to work on.

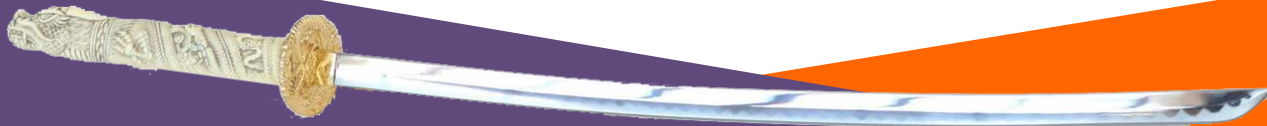
There is a way to stay on this journey. There is a process for self-discovery and knowing your personal power. There is a way to stay true to your influential voice and be happy and successful in the things you most want. Walking through this process with me, doing the activities I give you, and using this book will lead you to a place where you will attract more of what you desire.



Many people have what seems to be a natural Influence Factor. They seem to have been born with it. Maybe so. If you are one of the lucky ones who have a natural Influence Factor, then this book will fine-tune its compelling nature. If you were not born with your own personal Influence Factor, then this book will give you the process to develop it within yourself.

There are FOUR key ways to develop your Influence Factor:

- 1- Empower Your Truth
- 2- Overcome Being Scared
- 3- Own Your Self-Worth
- 4- Discover the Power of Your Influential Voice





ACTIVITY:
Assess our Influence Factor

Curious which of the 4 keys you most need to work on? All my FREE GIFTS in the book can be found on my website! You can take the FREE ASSESSMENT to learn which of the 4 Elements you most need to work on and more! Go to: <http://www.warrior-preneur.com/the-influence-factor/>

In this book, I will give you insight on each of the four keys to unlock your personal Influence Factor.

Ultimately, you are the only one who can do the work to have what you desire. You are the only one who can own that. Finding that is one of the most difficult journeys for many of us. Do you want happiness? Love? Career? A great relationship with your significant other? Then hear this one thing:



ANYTHING WORTH HAVING IS WORTH WORKING ON

I remember a woman who approached me at a break during the seminar and said, “Ann, I work hard all day. I don’t want to go home and have to work on my relationship. The right person should be easy to get along with; harmony should come naturally.” I asked her how her relationship was going. She replied, “I’m not in one right now.” Interesting....

Make the commitment. Do the work. Watch the changes inside and around you. It's time to find your Influence Factor.



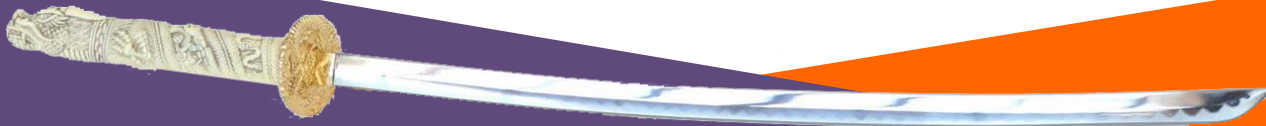
WHAT IS INFLUENCE AND THE INFLUENCE FACTOR?

Influence is a powerful quality to possess. Having the Influence Factor in your life means that you have stepped into your personal power. Influence has nothing to do with title or position, or status. The Influence Factor can seem like an intangible, but it is possible to develop it. As I studied, interviewed and observed people who possess the Influence Factor, I realized they all have these characteristics in common:

1. They understand the importance of personal power in relationships and interactions. Influence isn't about an authority based on position or role. Influence is a way of acting and interacting that makes people want to achieve what they have set out to do.
2. They make people think and FEEL. People with the Influence Factor know that logic isn't enough. Connecting with people on an emotional level, being able to use empathy (not sympathy) is a critical skill.



3. They understand that influence first starts with their own self-concept and self-worth. It is extremely difficult to be influential if you are insecure, defensive, and unaware of your true value in the world.
4. They believe in movement and taking responsibility for everything in their lives. People with the Influence Factor don't blame others. They evaluate, own and decide.
5. They move toward commitment and action. Knowing that results matter, they get results, and support others in getting results as well.
6. They realize it is a journey, not a destination. Possessing this quality requires an active commitment to self.



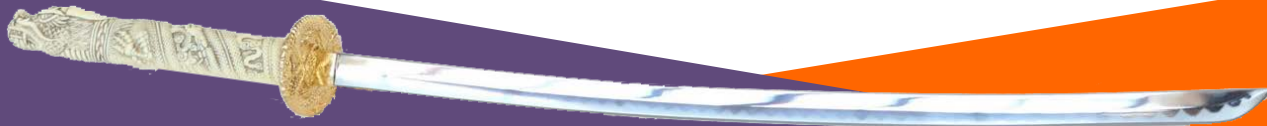
The biggest action that separates people with the Influence Factor and those without it is EXECUTION. People who have it do more than just talk about being influential. They work on continuously, examining themselves, they move and grow. They execute when they feel stuck. They execute even when they don't feel like executing! There are several places they practice execution in their personal lives, which you will learn here.



THE INFLUENCE FACTOR IN ACTION

I have always had an ability to draw out the best in people: To help them see themselves in their truest light; to encourage their voice to be strong and grounded; to find their personal influence. I know that each person who embraced this journey found that their relationships are now stronger, their connections are solid, their successes are greater. The power of influence changed their lives, forever, for the better.

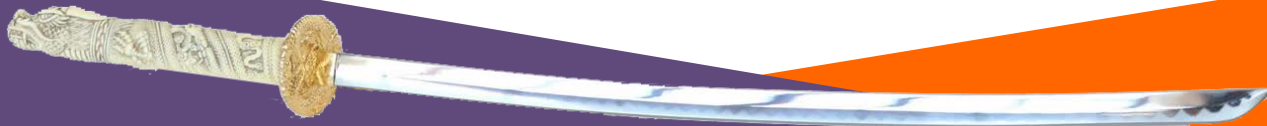
Over the years, I worked with countless people in different capacities to find their Influence Factor. I have NEVER done this in what may be seen as a traditional way. I have never been a “life coach” who has hung her shingle. Since 1990 I helped abused and neglected young women, homeless teens, new managers in corporate America, high-level leaders in companies,1099 contractors, speakers and entrepreneurs discover their Influence Factor.



No matter who I work with, this is always my message: Who are you? What does it mean to be uniquely you? Why does it matter? When I moved into sales and marketing in 2006, this was my message and context to my clients.

I learned early on in life that most people aren't just followers; they are copycats. I'd watch abused teens with low self-esteem try to BE like someone they admired. I'd watch corporate leaders not understand who they were and try to mimic what they saw around them. I'd observe new entrepreneurs reading blogs and then writing a "version" of what they just read. Ultimately this leads to more frustration because:

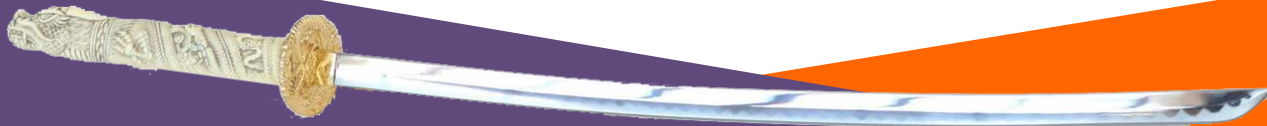
- 1- The teens could never live up to the person they admired.
- 2- The corporate leaders often mimicked other leaders for a short period of time but ended up confusing their true calling and voice, so their messages to their followers became inconsistent and uninspiring.



3- The entrepreneurs felt more confused and lost because deep down, the blogs they were writing didn't represent their heart, their calling, their reason for being – they were just writing “words on paper.”

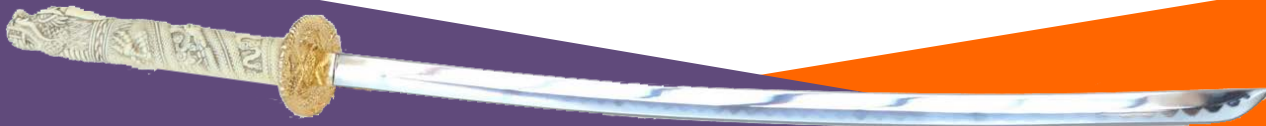
“I married and began a family at the age of 19, so by my mid 20s, I felt that my identity had been completely absorbed by my role as wife and mother. My view of who I was as a woman was warped, as a result of my individual identity not being fully developed or explored beyond who I could or should be for others. The more I realized that I was lost to myself, the more I hid behind the titles assigned to me by others. My identity had become dependent upon the approval of the people around me and as a result, my self-esteem plummeted.” -- Amena

I saw this pattern everywhere. In corporate America, leaders on all levels were losing their authenticity and, ultimately, their integrity because they had not found their Influence Factor. Women who defined their life as being a wife/mother couldn't understand why they felt so unappreciated and lonely. Speakers who wanted to say exactly what that top “back of room” sales speakers said ended up wondering why their sales were poor.



In the 1990s, I was a seminar leader for a public seminar company. I'd travel all over the world, teaching one-day seminars. We were paid a small fee, but where we could really make money was with the books and tapes (CDs) we sold at the seminar. Commissions made it possible to earn a decent living. However, if you could not "sell," it was a dismal living! In the three years I taught, I was in the top 1 percent of sales for all seminar leaders. Often I was asked to record my techniques or teach a breakout at the annual conference. I remember being asked, "Just tell me what you say, Ann." My response was, "You can't be me. You have to be YOU to really create success."

I can teach you sales techniques. Heck, you can learn them the same way I did, by taking classes and reading books. But saying what I say word for word (just insert your product in the blank) will not create the success I know you want. You have to take the sales techniques and put your influential voice on it for them to work. I'd tell these seminar leaders, "You can't be Ann. You shouldn't want to be Ann. So saying what I say won't work. You have to create influence from your personal power. You have to be you."



It all boils down to one thing: the seminar leaders had not found their Influence Factor. They had not discovered their REAL edge. They were trying to find this power through how others did it, or through defined roles and responsibilities. They did not realize that they had to look within to develop their Influence Factor.

When you study what someone else does and copy it for yourself, it can often work REALLY well initially, but eventually you won't get the same results. And when that happens, your confusion about who you are runs deeper. *Just because it worked the first time does not mean it is authentic to you.* Is it your voice, or a combination of everyone else's? How do you know? That is a critical part of discovering the power of your influential voice.

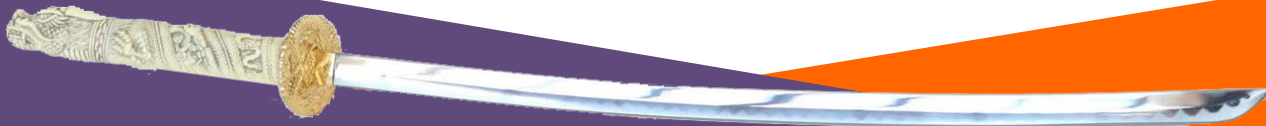
As we explore the key areas to develop your Influence Factor, you will see that becoming an original takes work. With the techniques in this book, you can achieve it. Let's look at the 4 keys to developing your Influence Factor.



EMPOWER YOUR TRUTH

The lies we tell ourselves are one of the biggest challenges to finding your Influence Factor. Let's face it -- lies are EASY to tell yourself. Someone asks, "How are you?" and you answer "Fine," even when you aren't. You promise ourselves you are going to start working out, and the next morning you make excuses about why you didn't. You commit to improving your visibility at work, then do nothing to build new relationships. You tell yourself it's because you're too busy.

Let's get real for a moment: Every time you don't go work out, or you say you are fine, or make an excuse, you LIE to YOURSELF. Oh, I know, LIE is such a *harsh* word. This is one of the most difficult lessons of this book. Without being real with yourself, you can never truly tap into your Influence Factor. You have to GET REAL with yourself first. You have to start by being honest, and stop making excuses.

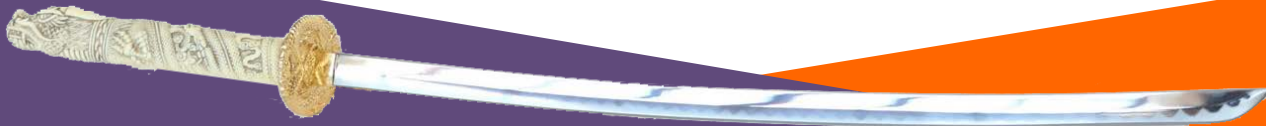


Another important part of your truth is your STORY. We all have a story. A place we came from. A way we define how we act, and love, and make decisions. Too often we deny our story simply by not sharing it. Telling your story has the power not only to heal YOU, but others as well.

Years ago, I used to travel the U.S. teaching “Stress Management for Women.” I’d pack the house, with anywhere from 400-to-600 women in the room. I loved teaching that class, but something was missing. I wanted greater connection with the women in the audience. When I asked a colleague to come and observe my talk, he zinged me with a “wake-up” moment. “Ann, you don’t tell your own story. You talk about your dream job. You are smart, educated, beautiful, wear great clothes, have a loving committed relationship and live in a place you love. The audience can’t relate to you.”

“But I don’t want them to feel sorry for me, Randy. I don’t need pity, I am past being a victim,” I responded.

“Then tell them that, and tell your story.”



Reclaiming my story was pivotal to creating MY Influence Factor. Sharing it with others allowed me to step into my true self. I connected on a whole new level with people. It made me real. Vulnerable. Authentic. But that doesn't mean you need to run around telling everyone your story tomorrow! There is definitely a time and a place for everything, and if you are not used to telling or sharing, you need to work into that slowly. That is why reclaiming your story starts with writing it, and personally owning it. My story allows me to connect with others that have been abused and wounded. The connection is created through true empathy (not sympathy). Others want to be a part of the strength they see. If I never reclaimed my story, this would never happen. I don't tell it every day, but it is a part of my life.

“Let your stories empower you, versus letting them get in the way.”

—Debra, 50, single, Business Coach for the Arts and Entertainment Industry



A journal is a great way to do so. Write in it and then ask yourself, "How did this shape who I am today? Why is part of my life important to my story? How can I own my story versus being a victim of my story? What stories in my life make me who I am, how I act or how I react?"



ACTIVITY:
30 Days, 30 Minutes

This is one of the most powerful and life-changing activities you can do to reclaim your story. Write for 30 minutes every day for 30 days. Grab a notepad, a journal (not a diary, since you don't want to write a daily chronicle) and just start writing about yourself. You don't have to know what you will write about. Just start writing. Make the commitment to yourself to do it every day, no matter what.

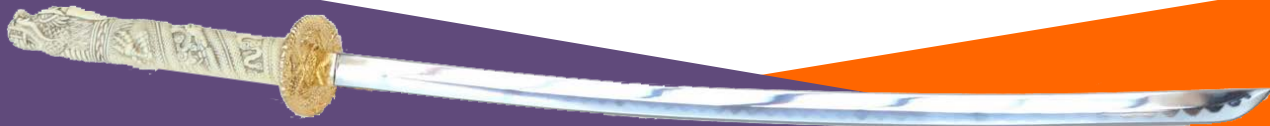
Then I want you to take this a step further. Look at your stories, the aspects of your life that mattered enough for you to write them down, and redefine them. Instead of using them to make



excuses about your behavior, use them to create your personal power. Some of us have horrific stories in our lives; this exercise is not to make you relive those nightmares. Rather, it is to learn the lesson from those stories. I don't care what the story is, on some level you have to OWN how it has shaped who you are today.

This activity can be powerful and life-changing on many levels -- your influential voice will become clearer. Your personal power will be stronger, and the all-important relationship you have with YOU will be strengthened.

I recently had the honor of meeting in person a woman who took on the 30-day challenge. We had connected as "Facebook friends," not super-close but we had a connection. When she signed up for the challenge, I went to her profile, realized she was local and said, "Let's meet." She was beautiful, smart and savvy, and we shared our business philosophies. She asked great questions. We talked about the activity of the 30-Day Writing Challenge and what it meant for each of us. As we spoke, I realized the reason I teach and coach, and the reason for writing this book, is that

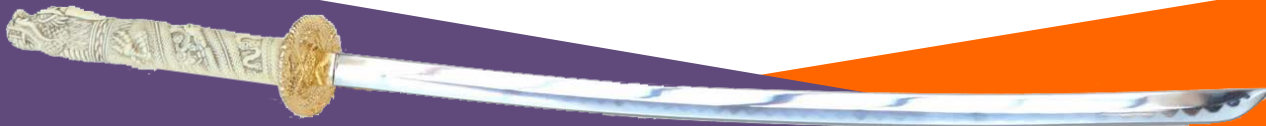


your true voice creates your Influence Factor and attract others to you. You have to create a space where you are the real you -- all the time.

I know the importance of this as a manager leading a team, as a parent, as an author, as a successful business owner. The things I do and have, work because I know my influential voice, and am true to me in all aspects of my life. Finding your influential voice happens when you take the time to write! Writing brings the beauty and power of your influential voice to the forefront. In addition, writing allows your true voice to become clear and transparent.

Writing 30 minutes a day carves out a sacred space that gives you permission to take care of you, nurture your voice and power; to tell your story; to define your true self; to ground and focus your energy. I could always make an excuse not to do it. But excuses are like lies, and get in the way of grounding us. Writing every day matters because:

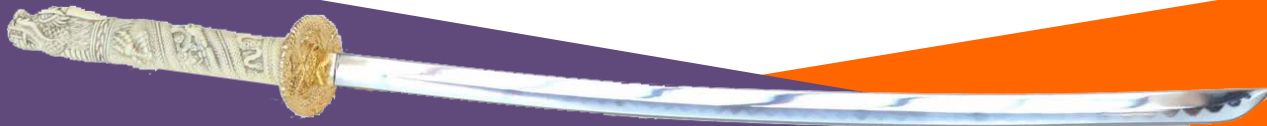
- Writing feeds the leader within.
- Writing nurtures who you are.



- Writing comforts you.
- Writing cleanses you.
- Writing gives your family the best of you.
- Writing develops your true voice.
- Writing keeps you grounded in your Influence Factor.

Every person I interviewed for this book agreed that writing is critical to staying in your Influence Factor. Not writing daily can create a cycle that reverts back to habits that lose our influential voice. So for them, and I agree, there is never an excuse not to do it, even for one day.

As I started writing this book, I remember one day when it felt labored as I typed. I realized that I had reached an important and powerful plateau regarding knowing your voice. When you start feeling stuck, this is the place where REAL discipline has to kick in, where personal dedication is critical. In every commitment we make to ourselves, whether it be weight loss, an exercise program, eating healthy food, quitting drinking, nurturing a life-long partnership, or writing every



day for 30 minutes, we will eventually hit a state of challenge. This is a test of who we are. Remember what I said earlier: Anything worth having is worth working on.

Can we live in truth, or we will make excuses....perhaps lie to ourselves?

So I decided that the 30-day challenge will continue for me, EVERY 30 days. I have (through my writing every day!) created a "30-day Writing Challenge." <http://www.warrior-preneur.com/the-influence-factor/>





ACTIVITY:

Where do you need to recommit to “working on it?”

Journal about this question. Is it taking care of yourself? A relationship? What do you need to commit to working on because YOU want it? This will help you step into your personal power.

Another key to empowering your truth is to think more optimistically, more positively. Shifting how you think about what happens to you truly does build your personal power.

There are definite differences in how optimists and pessimists think. Let’s look at this list of traits. In your journal, note the ones that are most like you (and if you read these and think “sometimes” that is a YES!):

- Able to adapt to situations as they come up.
- Difficulty adapting; preferring that things stay the same.
- Able to forgive, forget and move on.



- Find yourself saying, “I forgive you, but I will never forget.”
- Have a hard time letting go.
- Able to let go.
- See the best in situations.
- See the worst in situations.
- Setbacks are temporary and specific.
- Setbacks feel permanent and all-consuming.
- Put others down.
- Lift others up.



I remember the summer of 2004, when I was visiting my sister in Washington. One day the phone rang, and it was Earl (he's my man – we have been together fifteen years).

“Hey, babe,” he said, “If you try to reach me at the house, I won't be there.”

“Why?”

“Because I'm going to stay with friends.”

“Why?”

“Because I can't stay at the house.”

“Why?”

“Because it burnt down last night.”

“What?”

“Don't worry, things can be replaced – no one was hurt. And I guess I can build you that dream house now, right?”



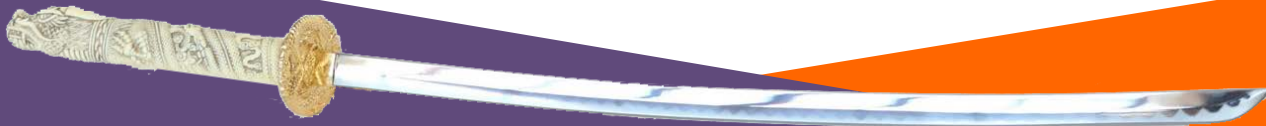
Are you able to be optimistic like that – even when bad things happen in your life? Or do you think the worst -- “Why me?”

How do you become more optimistic?

- Focus on the good, not the bad. Pessimistic people are in the habit of focusing on what’s wrong. Optimistic people focus on what’s right.
- Focus less on the people and things that bother you.
- See bad events as temporary. Optimistic people are not immune to negative events; but they choose to think differently about those events.
- Watch TV shows that are positive, uplifting and optimistic.
- Look at where you have come from, and how much you have in your life now.
- Stop taking yourself and the situations you are in so seriously.
- Let go of relationships with people who seem to fill your heart with negative energy. And if you can’t let go, at least emotionally detach.
- Look for things to like in people.



Empowering your truth is critical to establishing your Influence Factor. This part of the journey requires that you reclaim your story as part of who you are. Change how you think about the things that happen to you, and you will change how you interact. As a result your personal power and Influence Factor increases.



OVERCOME BEING SCARED

So many times I hear people say, “Remember, FEAR is just False Evidence Appearing Real.” I think they have never faced *real fear*. If you are living the fear of loss, abuse, neglect, lies, secrets, finances -- that fear is REAL. If you are reliving the fear by playing it over and over in your mind, recreating the emotions you felt at the time, your body doesn't know the difference. It is REAL. No one could tell me when we almost lost this house a SECOND time (the first time to a fire, the second time to foreclosure) that the fear I had wasn't real.

When I was overcoming my childhood abuse, by reclaiming this story in my life, I can remember waking up sweaty with fear. If someone had told me that it was just “false evidence appearing real”, I would have felt even more confused and lost trying to heal myself and find out who I really am. That FEAR is REAL.

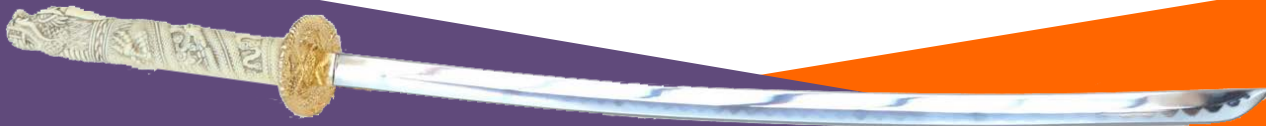
FEAR is real, but, does your fear make you scared? That to me is the difference between a person who has the Influence Factor and a person who does not. People with the Influence Factor feel



fear, they just aren't scared. Being scared is a state of "not doing." Scared comes from lack of movement. Scared is a place where you are too paralyzed to make a change about what is happening.

When I was working through my abuse, I wasn't scared, because I was healing. While I was busting my ass to save our home from foreclosure in 2009 while my husband was out of work, I did feel a ton of fear. But I was never scared. I knew I was doing what I needed to do. I had a plan, I was in *movement*. Oh, and this was the second time we almost lost this house. The first time? To a fire, as I mention in the box on the previous page.

Many people who feel fear then get scared. Next, they feel stuck because they are doing what they have always done, over and over and they are not moving forward. When you are stuck, you question who you are. You start thinking you are the problem, and you lose sight of the core part of YOU that will help you get through the situation. Each time you are stuck, there is more questioning and self-doubt.



More loss of who you are.

I have been scared. And stuck. As a matter of fact, getting this book published was a big pivotal moment for me. I had huge FEAR around writing. Worse yet? I was scared. For years, I told people, “I am a speaker, not a writer.” I was actually offered the opportunity to publish in 2008 and because I was scared I walked away! *Movement*, in this case, my writing challenge, helped me. The first time I wrote 30 days in a row, everything changed.

When you haven't found your Influence Factor, it's not difficult to get scared and stop moving. Or to take a “break,” thinking you'll come back to what needs to be done to overcome feeling stuck. Be careful here, as this test can be crucial for you. Don't let it be too easy for you to stop.





ACTIVITY:
Set a movement goal

The writing challenge is a great *movement* goal. Walking daily is a great *movement* goal. Set a goal that clears and moves your mind. Set a goal that is different from what you already do. Make sure you make a commitment to daily activity for at least 30 days.

Commit to it now. I am scared about: _____

My movement goal is: _____

Other self-discovery books won't tell you about this phase and how to deal with it! You need to have *movement*. It is critical that your movement also has to have discipline. Discipline simply means, do it when it needs to be done, whether you want to or not. And that *movement* needs to be consistent enough to effect a change -- which is why you have to do it for 30 days.



Just when you don't want to, you must. When it comes to a commitment you made to yourself, you must push through the excuses and lies you tell yourself. You have no other choice. The more you push through when you want to stop, even when you say, "I don't feel like doing it today," the more you will be in touch with your most influential self. Every activity in this book is created to encourage *movement*. If you are really doing the activities, you are in *movement*. So if you have not been doing them, maybe it is time!

What is the key? *Movement*. NOT the marching-in-place type of movement, but setting a goal and proceeding in a certain direction. Marching-in-place is like sitting in a rocking chair. You are moving, but you aren't going anywhere.

"After making a business decision that failed, I was tremendously scared to put myself out there again. The process of trusting me took time. Having a group of people that made me get up and move (I signed up for classes, for example) was so valuable." -- Jennifer



Another way to overcome fear is to redefine the negative things you say to yourself. Redefine your limiting beliefs. I find that my mind is a powerful tool, both positively and negatively. We often tell ourselves self-talk that limits us, that holds us back, that creates self-doubt and fear.



ACTIVITY:
Changing limiting beliefs

Rewrite the limiting beliefs below to be positive, abundant beliefs. This list might not be your exact limiting beliefs, so this activity is more about creating awareness of your own limiting thoughts. Be careful about merely rewriting them, though. Make sure you are emotionally connecting to the new belief. Read your rewrites regularly.

1. My income is affected by the economy
2. There's always tomorrow to get it done



3. The possibilities for growth are limited
4. Social networking is fun, but it doesn't lead to business opportunity
5. I feel fat and tired
6. I just don't have the time for a relationship
7. People might not like me
8. I'm nothing special
9. I'm scared
10. I'm not sure
11. How can you sell anything without talking to someone first?
12. Write your additional limiting beliefs here...



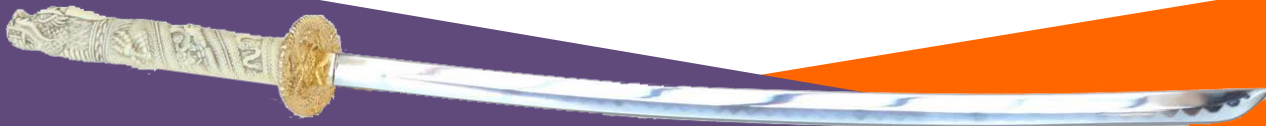
"What I did was separate myself from that group, and then mentally challenged the attitude of fear I was carrying in my head. Instead of trying to pretend I wasn't afraid, I let myself acknowledge the fear." -- Judy

One thing is for certain: the majority of people that fail to find their Influence Factor do so because of limiting beliefs that hold them back. What you tell yourself is powerful!

"I am" are the two most powerful words we can say to create the Influence Factor. Whatever you place after those two words sets your energy. I am tired. I am stressed- out. I am sick of this. I am so frustrated. I am happy. I am full of energy. I am loved. I could go on and on! So often we don't even realize the power of how we think. Our thoughts become our feelings, and our feelings become our energy.

Some of you have probably seen this before:

IAMNOWHERE



You can read that two different ways -- I AM NOW HERE or I AM NOWHERE. How did you first read the statement?

Changing your “**I am**” statements can dramatically change how you feel and what you project. I recommend that this become part of your "Just 10" ritual, which I talk about in the final chapter.

Fear can paralyze you, your personal power, and your influential voice. It can create limiting beliefs that hold you back. Be willing to create *movement* and be disciplined enough to stick with your plan.

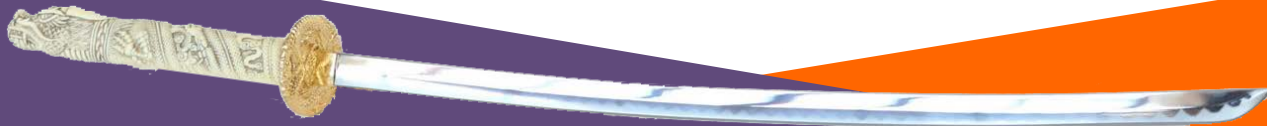


OWN YOUR SELF-WORTH

Self-worth is critical to being influential. Without creating a sense of your true personal value, you will be frustrated when it comes to attracting what you desire. Self-worth comes from three primary pillars of personal power.

- 1- Control. Do you have it in your life?
- 2- Commitment. Are you committed to things you value and believe in?
- 3- Challenge. Are you willing to take risks and try new things?

To build a healthy relationship with ourselves (that is what self-worth is), we need to develop these pillars. Think of it as a tripod for a camera. If all three legs of the tripod are not strong and grounded, then the camera will not stay steady and the tripod will topple over. The same is also true of our self-worth. (download my 3 pillars of self worth assessment at <http://www.warriorpreneur.com/the-influence-factor/>)



Owning your self-worth is about developing the relationship you have with yourself. It doesn't come from others, your parents, your boss, your spouse, your kids. It's about how you think and feel about YOU. It can't come from comparing yourself to others either. Do you compare how you look, feel, live, interact with peers your results, or what you wear with others? We don't only compare ourselves to other people, we compare our performance on work projects, and how we said something at a meeting. We even compare what we order from a menu with everyone else at the table!

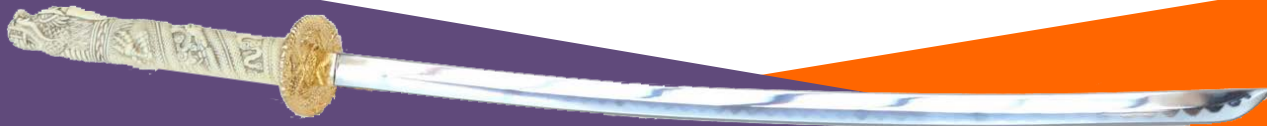
Constant comparison will destroy self-worth and decreases your Influence Factor. That is why self-worth is about the relationship you have with yourself. The more you compare, the more your self-worth is damaged. If you want to have greater influence, you must begin by building the relationship you have with yourself. Stop being your own enemy. Know yourself. Like yourself.



“This makes me think of all the people who define their value by what they have, what they own or by their position. I define my value by who I am and who I continue to become, by living by my principles and by the love that is shared between myself and those I love. I could say my value is in helping people... (you fill in the blank). It isn't that that's not important to me or to who I am. But my value lies more in the relationships I have with my family and friends, who I love and who love me.” -- Susan

It isn't about what other people do. It isn't how they handle situations. It's about how you feel about who you are and what you do. People with healthy self-worth do not feel the need to compare themselves to others. They are happy with who they are, the choices and decisions they make, and the outcomes they experience. They realize that the right people show up in their lives because they know who they are.

When I speak, I tell my audience to go to the mirror EVERY day, look themselves right in the eye, and say “I like you.”



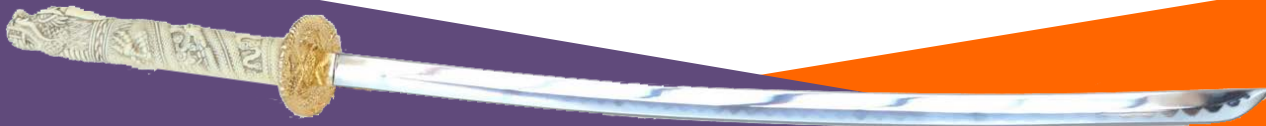


ACTIVITY:

Go to the mirror and look at yourself and say “I like you”

GO DO IT NOW. When you come back, write about how it made you feel, what you experienced. Repeat this until the reaction is a positive and loving one.

Sounds funny, but it’s true, and it’s one of the best activities you can do to build your self-worth. Research has shown that people who reinforce their own self-confidence improve their life satisfaction. And people who are self-confident have the Influence Factor.





ACTIVITY:
Do it ALONE.

To build self-worth, you need to develop the relationship you have with yourself. One way to do that is by doing something alone that you enjoy doing with others. If you enjoy going to the movies with your spouse, go alone. If you usually have dinner with friends, go alone. Being able to enjoy your own company is key.

As the third pillar states, you want to challenge yourself to be comfortable with yourself in any situation. How happy are you alone, naked in front of the mirror, with the thoughts in your head? Terrified at the thought? You need to get comfortable with yourself. Would you sit in a bar alone? Have dinner at a restaurant alone? The more you are comfortable doing things you would not normally do alone, the more your personal Influence Factor increases. Your energy shifts as well.

There is a distinct difference between being alone and being lonely. People with the Influence Factor rarely if ever feel lonely, because they have such a solid relationship with themselves.



Besides, other people are naturally attracted to them, so even when they are alone, people often come up and talk to them!

I sat in the bar at the Hilton San Diego with the intent of having a drink and READING, a book. I love to read; it relaxes me and usually takes my mind off all the responsibilities I have. I sat alone, ordered a drink and picked up that book...

A man sat next to me (pretty much what is in hotel bars these days, that stereotype isn't gone). He ordered food and a drink and left me alone. When his food arrived it smelled SO GOOD I had to say "that smells SO GOOD". (Let the conversation begin!) As we spoke about work and travel and how good kids have it in this country, and writing my book came up. As we spoke I realized even further the power of your self-worth and sittign their alone in my sweats I was influential. He, as a top sales person said I needed to come coach his team on this, because even in sales the Influence Factor is necessary for success.

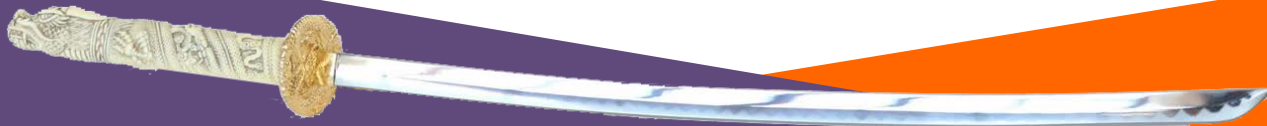
I realize that when leading people, growing a business, or just having the success you want in life comes from finding, knowing and OWNING your personal power. The second pillar is about finding



that sense of commitment. Own it to a point where they realize that it's not about what others think. See the right people will love and honor who you really are. It's the cornerstone to consistent success, to creating a clan, to inspiring others to follow you. When others are attracted to your Influence Factor even when a stranger at a bar (or a place you would go alone), you have achieved your Influence Factor.

There are many simple ways to rethink your self-worth that I expand on with my clients, each relating to a pillar of self-worth:

- Be the president of YOUR fan club! We are too often everyone else's. Be yours? (pillar 2)
- Add diversity to your life. Try new foods, hang out in different neighborhoods, drive different routes. (pillar 3)
- Have strong spiritual beliefs. (pillar 2)
- Say no when it is really not what you want. Clear boundaries are attractive. (pillar 1)



This chapter could most likely be a book itself! Focus on the three pillars, feel good about YOU regardless of others. Lastly, the fourth key, your influential voice is necessary to uncover.

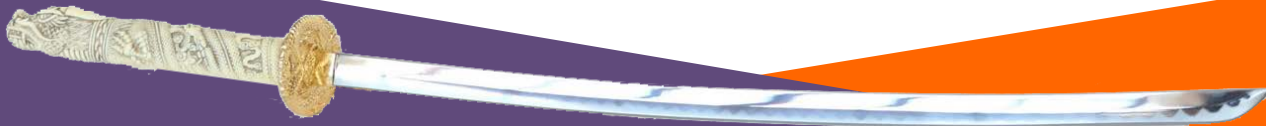


DISCOVER THE POWER OF YOUR VOICE

Your influential voice is almost clear if you have moved through the first three keys. There are a few things that will allow your voice to resonate with others!

— Lead through Your True Self

Each of us was born for a reason. Knowing your purpose and living a life designed for that purpose will greatly increase your personal Influence Factor. It is important to realize that nothing in this world would be the same if you did not exist. Oprah is famous for saying this on her show, and I watch the women in the audience realize that it makes sense, but they don't know how to truly find life purpose. The following activity will help you in the process.



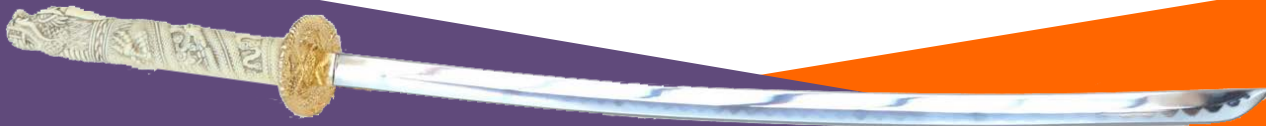


ACTIVITY: WHO AM I?

Step one: In your journal, take five minutes (or more if desired, but give yourself at least five minutes) before moving on in the exercise. Take time to answer that question, “Who Am I?” and write down every word and phrase that comes to mind. Be sure to just write single words or short phrases, not a story.

Remember – it’s not about other people, so don’t ask other people what they think. This is about the relationship you have with yourself.

Developing a list like this is the first step to knowing who you are and focusing on what matters most to you. Your goal should be to make this list at least 100 items long, and dig deep into your core.



Step two: To truly understand who you are, and focus your attention there, it is time to go back to your “Who Am I” list. This time, cross off every single word and phrase that represents a role (wife, mother, friend, teacher, lover, sister...).

It is EXTREMELY IMPORTANT that you do this – cross off those words. (To watch a video where I am leading an audience through this powerful activity and its impact on your life, go to: <http://>)

How did that feel? Are there any words left? Were you resistant to crossing off certain words on your list? Did you lie to yourself (remember talking about that in an earlier chapter?), thinking, “I know who I am, Ann,” and not move through the work, since you only wanted the answer?

Here is the lesson from this exercise: *Who you are and what you do are two different things.* Your roles are what you do. If you define yourself by what you do, I guarantee you will find that your self-worth is based on a false premise. Roles change (you become a mother of grown children who don’t need you the same way as when they were children), the people we have roles with

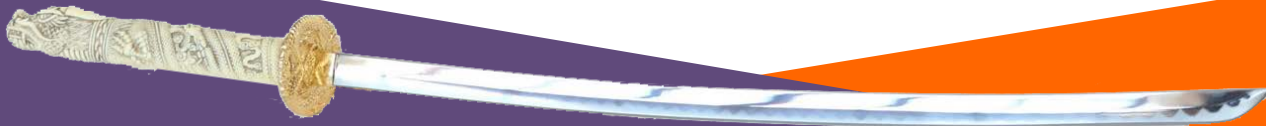


move on (a relationship with a spouse ends), and sometimes a role is taken from us (you lose your job).

I find that many people are confused by this, because they have defined themselves by their roles; they do not see the difference between the two. Basically, who you are is what you bring to what you do.

For example: Are you a person who loves to read and learn? Do you go to a bookstore and find it difficult to walk out with just one book? Do you enjoy taking classes? That is part of who you are.

As a person who *loves to learn*, you bring those books home from the bookstore and your partner/spouse (a role – relationship) looks at you and says, “What are you doing buying more books? Don’t you already have enough? There are so many books in this house; read one of them.” When you hear this, how do you feel?



What will happen to your Influence Factor? It will decrease, because who you are is not being supported. You are not able to bring who you are into this role and have that supported. You like buying books, but this is not supported by your partner.

I know people who have a job (the role), and their manager doesn't support their taking classes, even when they offer to pay for the classes themselves! If that is part of who you are, your personal power will be negatively impacted. If you don't know who you are, how can you effectively communicate your expectations to those around you?

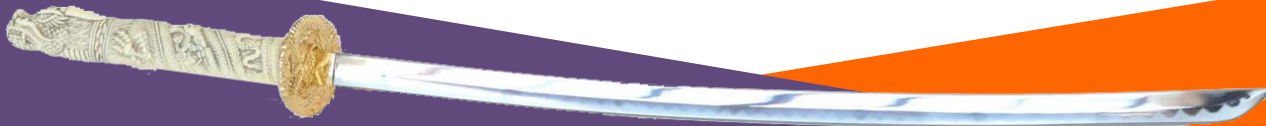


“When you first taught me this concept, boy, was I relieved! I remember trying to focus so much on my 'roles,' and completely ignoring who I was. Knowing your authentic voice is so freeing. It allows you to bond with your clients and target market. If you're willing to be an open book and share with others, business will flow, relationships will grow, and you will have 1,000 pounds lifted off your shoulders.

People respond to the real you. It makes you approachable, positions you as more of an expert, and humanizes you too. Now I try to show people that I am a fun-loving, humorous, dedicated, smart, honest, and reliable human being. This was a game changer concept for me, and once I started using this method of marketing, my businesses all benefited.” -- Sharon

When you are clear about who you are, you bring that clarity to every one of your roles. This is important for three reasons:

1. When roles change, or are taken from you, you still know who you are
2. You are better able to handle events because your three pillars are strong, you know with certainty what you bring to those events, and



3. Your Influence Factor attracts new roles, relationships and opportunities!

—Clarify Expectations

Another way we lead by being our true selves is by learning to improve communication through clarifying expectations. We train people in the way we want them to treat us. Through the power of good communication, we can make sure we are treated as we expect, and want, to be treated.

Clarifying your expectations effectively and influentially requires three things:

1. Know WHAT it is you expect.
2. Tell people what you expect.
3. Follow through once you have told someone.

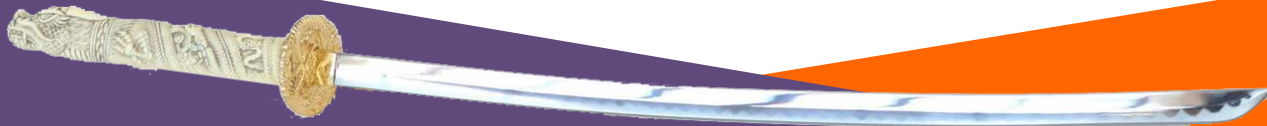
The first is most important. Take time to know what you actually expect in relationships you have personally and professionally. The clearer you are in your heart and mind about what you need



and want, the easier it is to convey your expectations to others. If you have ever worked for someone, or dated someone with unclear expectations, you know how un-influential they were!

In order to build your Influence Factor, however, having expectations is not enough. Following through and actually getting your expectations met is critical. I remember the first time I learned that you must have expectations and set them, in order to get what you wanted. I thought that was crazy because it seemed like every time I did have expectations, I ended up being let down, disappointed, frustrated, and stressed out because I had to actually deal with the situation. So, I figured that if I didn't have any expectations, I would never be disappointed again! Well that is absolutely a lie I told myself! We absolutely cannot live without expectations and be influential. The problem was I never did number three above. I never followed through.

Now, I'm not saying that clarifying your expectations will ensure that you will never be disappointed. But clarifying your expectations will greatly reduce the amount of disappointment you experience. The problem with most expectations is that we assume that because we know

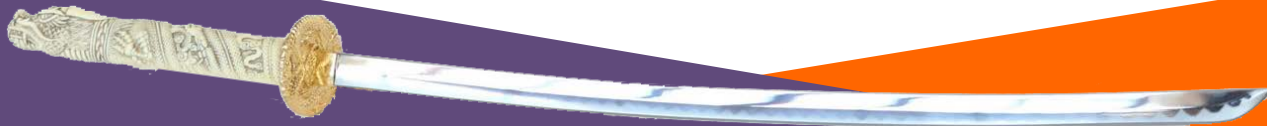


what our expectation is, other people do too. We then project our assumption. And when assumptions are made, even unintentionally, our personal power is weakened.

Being able to clarify in your own mind what you want and how you expect to be treated is important if you are going to convey those expectations to others.

—Have Strong Support Networks

When I teach the Influence Factor in business, I do a specific activity about building your business network. Developing your personal Influence Factor, however, is more about the strength of your support network.





ACTIVITY: **Develop Your Support Network**

Please complete this activity without asking anyone their opinion before you do it. Place someone's name next to the statement below that best represents her (or him) in the list below. You can choose any person in your life, past or present, even someone who has been with you since your first breath. **YOU CAN ONLY NAME A PERSON ONE TIME.** If you put your mom under "respects me," you cannot name her for any other statement. You must come up with **NINE** different people.

1. A person in my life who loves me unconditionally;
2. A person in my life who respects me;
3. A person in my life who supports me;
4. A person in my life who truly lets me be me;
5. A person in my life who likes me;
6. A person in my life who makes me laugh and thinks I'm funny;



7. A person in my life who challenges me to be the best and not settle;
8. A person in my life who listens to me without judgment;
9. A person in my life who responds to my needs.

I am sure this activity is hard for some of you. Coming up with nine people you can count on isn't easy. You may be tempted to name the same people for all nine.



I remember once my mother took my course, and I asked the students to do part of this activity. I went over to see the names she wrote down. Under every statement, she had written:

Annie

Annie

Annie

Annie (You get the point.)

I looked at her and said, “No, mom, you can name one person only one time. You need to come up with other people for your support network.”

She replied, “No, Annie, you are all of them.”

Can some of you relate? What kind of strain and pressure does that put on a relationship if you are counting on one person to be your entire support network? Wow! And if that person lets you



down (because people are human, after all) your personal power will be greatly, and negatively, impacted. Your support network is not strong enough if it's composed of just one or two people. We need to have various people we count on for different types of support.

Look at your answer to "*A person in my life who responds to my needs.*" The only name you should write there is your own. Truly, the only person who can meet your needs is you. I teach in my classes and coaching sessions that, initially, less than ten percent of students answer with their own names. Think about what it means if you write someone else's name there: "Hello, I love you. Now meet my needs." "You're my best friend. Now meet my needs." Doesn't sound like a healthy relationship, does it?

It is so powerful knowing you give yourself permission to be and do all you desire. Without this, your Influence Factor will be diminished. There are too many people in our lives who put rules and parameters around who we are and how we ought to behave. We need to be our own resource, our own cheerleader. No one completes you but you. Once you embrace that concept, you are a whole, healthy individual all by yourself.





ACTIVITY:

Journal About Why You Can Count On Yourself

If you did not write your own name in this list, and do not think that you meet your own needs, it is time to reflect about why. Is your self- worth healthy? Were you raised to believe it was selfish to think about your own needs? Are your three pillars strong? Take some time to journal.

Do you see why it is important to be the primary person you count on? And that you will then develop a personal power that comes from great self-love and self-respect?

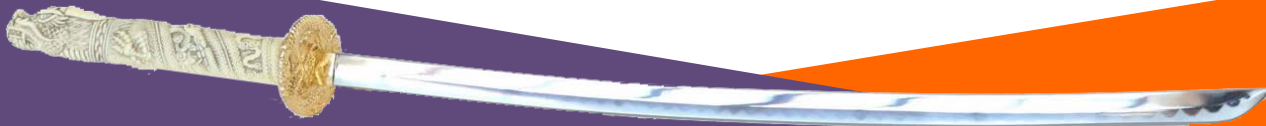


THE INFLUENCE FACTOR AS A RITUAL, NOT A ROUTINE

We may read a book, perhaps even do the recommended activities, and then the book goes back on the shelf. EVERY person I interviewed and worked with agrees: The Influence Factor is a process, not an event. You have to make a commitment to actively, consciously and consistently work on the topics in this book.

To make this a ritual, you must make a *conscious* effort every day. Routine means you just go through the motions. If you only do the latter, your Influence Factor fades in strength.

For years I have taught my clients “Just 10” to keep the process flowing.



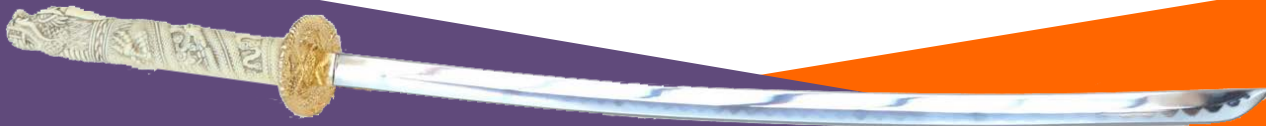


ACTIVITY:
Just 10

Success is a progressive movement toward a worthy vision of your best self. Success is a process, not an event. We never really truly achieve it; we continuously raise the bar, up the world record. The same is true in our lives. This activity is simple. Just spend 10 minutes a day focused on you, your vision, your development, your way of being.

Use the 10 minutes to read your journal, or an interesting book you bought. Or to write positive "I **am**" statements. Or to shift your energy into high gear. Use the ten minutes to focus your influential voice for the things you need to do that day.

I highly recommend you do this exercise first thing in the morning. It will allow you to create a focus and enough energy to carry you through the entire day. Imagine what this looks like over

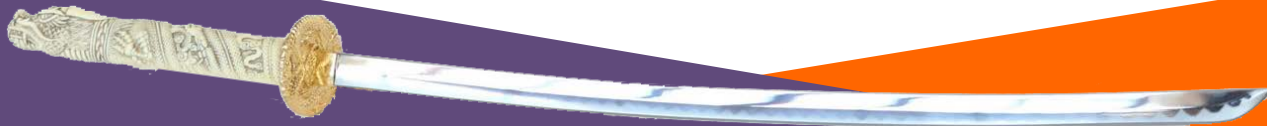


thirty days, a year, ten years! Your Influence Factor will be strong, powerful, loving. Who you are will radiate through all you do.

So what does all of this have to do with creating your Influence factor? The more you step into the wisdom of who you are, the more influential you are. The more attracted people are to you and your message. The easier it is to get others to buy into your message.

When we mimic others, feel stuck, have negative thoughts, and a weak support network, our ability to truly step into our power diminishes.

The activities in this book are here to support you in a journey of discovering your true power. Once you begin the journey, it never ends. It truly takes a commitment to you. You deserve it. You deserve to feel good about who you are. You deserve to have others attracted to your personal power. You deserve to be heard.



Once you step into that power you are ready to look at how the Influence Factor can be applied to any area of your life: climbing the corporate ladder, business decisions, marketing, networking, parenting and more.

Once you step into your Influence Factor, I can teach you how to apply specific influence strategies to specific situations. These strategies will catapult your Influence Factor to the next level. Start to see how your Influence Factor and personal power allows you to:

- Lead others to results
- Network with confidence and clarity
- Be visible; in person, online and in front of groups
- WOW customers and clients
- Create amazing personal and professional relationships
- And more



What's most important? Having the wisdom to be you. To truly be the original you you are intended to be. There is nothing like the knowledge of knowing your personal power. Your influential voice, Your Influence Factor. You will find joy in every role you have, even if not ideal because you, are YOU.

Welcome to the Influence Factor.



SPECIAL OFFER

Be sure to check out my FREE Resources to support your continued growth in your Influential Voice! [You can find them all here.](#)

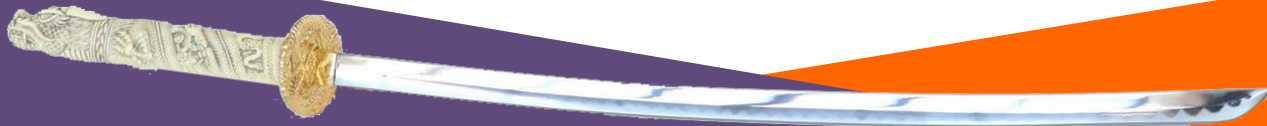
In addition, I'd love to offer a complimentary strategy session where we can discuss your assessments related to the book and how to accelerate your confidence, visibility and leading the life you choose! [Sign up for a session here!](#)



ABOUT THE AUTHOR

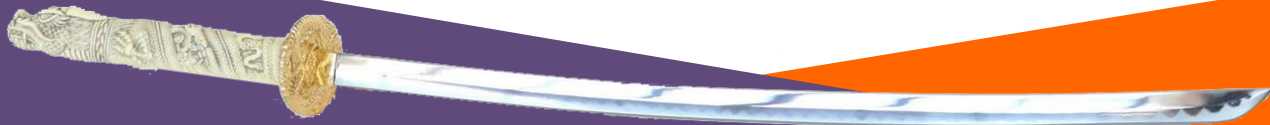
Ann M. Evanston, MA, lives her life as a person of influence. Her mission is to teach others how to reach inside themselves and find their true power, their Influence Factor. She holds a Master's degree in Psychology and travels the globe speaking on influence to diverse populations, teaching techniques of the warrior. Clients learn to create “pull” to attract customer loyalty, channel intrinsic motivators, create buy-in and ultimately, obtain results.

Named a top marketing consultant in leadership by About.com in 2011, she works with companies to teach the Influence Factor to customer service reps. Project teams, new managers and senior level leaders. Ann is certified in Developmental Dimensions International, Behavioral Technology Interviewing, Leadership Pipeline and is on the faculty of the American Management Association. Before starting her speaking and consulting company in 1997, Ann co-founded a non-profit focused on helping homeless teenage moms, served as an Executive Director for a Foundation, and was the global training manager for a fortune 100 company.



Ann's first taste of influence as a speaker started in Toastmasters in the seventh grade. She participated in a program created by the Reverend Jesse Jackson to develop self-esteem in high risk youth. She was thrilled to be on the same stage as Reverend Jackson in 1986, speaking in front of 10,000 people at the Tacoma Dome.

Ann is passionate about great wine and her urban organic garden. She shares both with the man she adores. To learn more about Ann's innovative Influence Factor Warrior programs that turn survivors into thrivers, or to find out how to book Ann as a speaker, please contact her at ann@zenaenterprises.com





Ann M. Evanston, MA, has over 20 years of speaking and consulting experience. With an extensive background in developing new leaders from corporate America to those starting their own businesses, she develops programs and presents seminars to diverse populations and workforces. Named a top marketing consultant in leadership by About.com in 2011, Ann continues to pursue her mission to teach others how to reach inside themselves and find their true power and their Influence Factor. To learn more about her innovate Influence Factor Warrior programs that turn survivors into thrivers, or how to book Ann for your event, contact her at ann@zenaenterpirses.com

Do you find yourself wanting greater success? Frustrated when your ideas aren't heard? Seeking better visibility for what you do? Searching for a way to have more influence in your personal or business life? This book was made for you.

Influence isn't about position or title. Influence is the ability to be a compelling force; to exert an energy that draws people to you. It is a personal power that comes from within. This e-book is designed to teach you how to step into your most powerful self. Enjoy the journey as you discover you own unique Influence Factor.