



DONNA MILLER
BUSINESS GROWTH CONSULTING



THE POWER OF INFLUENCE

WORKBOOK

Knowledge is NOT Power, APPLIED knowledge IS Power.

Donna Miller



Learning Objectives

The Power of Influence

During the Power of Influence session, you will learn the foundations and importance of **personal branding, storytelling, and influence**. You will hear how **confidence** is a *practice* that fuels **influence**. Since we know that *applied* knowledge is power, you will then understand the importance of **EXECUTION** – cutting through all the possibilities and determining a clear plan forward to produce the results you desire.

Setting Expectations

It only works if you work it. There is no magic answer. There is no secret sauce. Sorry.

But, by combining the **right target market**, with the **right message** and the **right behaviors**, you absolutely **WILL** improve your results.

Do the behavior, stay focused and lean on each other -- *you will succeed.*

About Donna Miller



Donna Miller is Chief Visionary Officer at C3Workplace and Principal at Donna Miller Business Growth Consulting. She is a business and community leader, a speaker, an educator and an entrepreneur who is passionate about seeing small businesses thrive.

She and her team have helped thousands of companies to start and grow by providing business growth consulting, office space, virtual assistance and bookkeeping. She believes that companies should be a force for good and she very much believes in the power of collaboration – the C3 in C3Workplace stands for Connect, Collaborate, Community.

She is the recipient of numerous awards, she is a sought-after speaker, an author and is grateful to be a servant leader in many volunteer and pro bono roles. She is a regular blogger and can often be found feet in the sand, on a beach, creating and writing.



THE POWER OF INFLUENCE Workbook is meant to be a starting point and it is meant to be a living document. Strategic Planning is a creative process, and like any creative process, it needs to evolve and manifest over time. But it is where you will find focus and focus will drive results.

At the end of this book, you'll see a recommended reading list. One of the books I recommend you read is Rachel Hollis' Girl Stop Apologizing. From that book, my desire for each of you through this process is that you will:

- Be the kind of woman you want to be
- Be the kind of woman who is proud to be herself
- Be the kind of woman who has so much love inside her that she won't be tempted to change herself in order to get love from others
- Be the kind of woman who focuses more on being interested in other people than thinking she's interesting
- Be the kind of woman who laughs loudly and often
- Be the kind of woman who is generous – no matter how much money is [or isn't] in your bank account, you have a wealth of resources to offer others
- Be the kind of woman who spends a lifetime learning, because [applied] knowledge is power and those who think they know it all are often the dumbest among us
- Be the kind of woman both your 11 year old self and your 99 year old self would be proud of
- Be the kind of woman who shows up for her life
- Be the kind of woman who understands she was made for more
- Be the kind of woman who believes she is capable of doing amazing things in his world
- Be the kind of woman whose own dreams make her nervous – and then she goes and does them anyway
- Be the kind of woman who never asks permission to be herself.

I believe as women, you are uniquely gifted to achieve tremendous professional success and I believe you can change your clients' lives and as such, the world. That said, learn to set boundaries and remember that NO is a complete sentence. Lean on each other, leverage your innate ability to figure it out and to collaborate.

Embrace the journey

Gratefully,

Donna Miller

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NOTES, OBSERVATIONS & “A-HA’S!”



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Planning Notes Quadrant page

Take a few moments to summarize & organize your notes into the following quadrants.

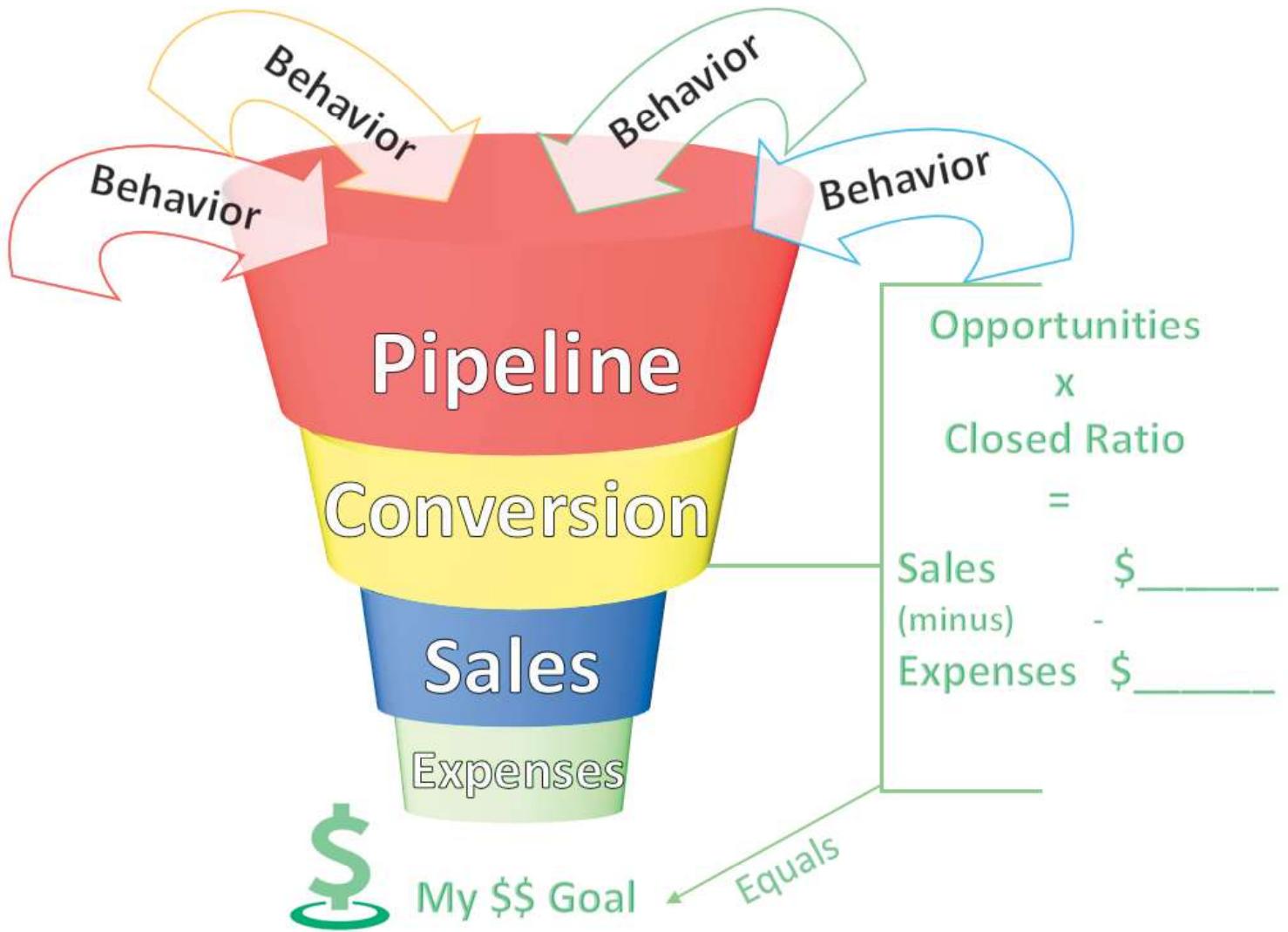
Strategies <i>Key Points, Tactics, Methods, Trends</i>	Inspiration <i>Feeds Your WHY – your future Motivation</i>
Execution <i>Steps to get it done – break it down</i>	Desired Results <i>Quantifiable, Measurable Goals</i>

“KNOWLEDGE IS NOT POWER. APPLIED KNOWLEDGE IS POWER. MAKE IT HAPPEN.”

Donna Miller, Founder C3Workplace & The Small Business Evolution Academy



Your One Page Business Plan



You cannot do it all

Focus on the core BEHAVIORS that will keep your pipeline full



Personal Branding

Your Personal Mission, Values, Vision

Mission

What do you do? (*think compelling, differentiating language*)

Values

What do you stand for? (*what are your top 3 values, in order – see exercise page 10*)

Vision

Where are you going? (*this may be for you or it may be public*)



Your Values

Values are the cornerstone of your “Why” as well as your “Mission, Values, Vision” and should be the foundation for ALL you do.

Authenticity
Achievement
Adventure
Authority
Autonomy
Balance
Beauty
Boldness
Compassion
Challenge
Citizenship
Community
Competency
Contribution
Creativity
Curiosity
Determination
Fairness
Faith
Fame

Friendships
Fun
Growth
Happiness
Honesty
Humor
Impact
Influence
Inner Harmony
Justice
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Meaningful Work
Openness
Optimism
Peace

Pleasure
Poise
Popularity
Recognition
Religion
Reputation
Respect
Responsibility
Security
Self-Respect
Service
Spirituality
Stability
Success
Status
Trustworthiness
Wealth
Wisdom

My # 1:

My # 2

My # 3

TABLE
EXERCISE

- ✓ Take 5 minutes to review & circle your top 3 values
- ✓ Order them 1 – 2 – 3
- ✓ Share them & post them
- ✓ Hold ALL your decisions up to those 3 values for alignment



Cultivate Your Story

Start with WHY

“People don't buy what you do; They buy WHY you do it.” – Simon Sinek

“Your WHY is where your influence finds roots.” – Donna Miller

By articulating your WHY with your Personal Mission, Values & Vision statement, you can build a powerful story that CONNECTS with your audience

Time to Journal... 

Why do you do what you do?

NOTE: Money is a result, not a why. What can the money do for you?

- What's happened in your life that compelled you to choose this career?
- Where have you succeeded?
- Where have you failed?
- As you look back what are lessons or themes that keep showing up?
- As you look forward what are your "must haves"?

HOMEWORK ASSIGNMENT

You've been given your
industry's lifetime
achievement award!

Write your 3
minute acceptance
speech.

Think BIG, think Oprah,
think Academy Awards,
think private jet to your
own island

**Share with your
accountability
partner or your
tribe**



Time to Journal... 

My Story Notes

Building on your WHY and your MVV, begin to write your story.

Beginning

Clueless, insecure, naïve, rose-colored glasses. Make it okay for them to NOT be okay by modeling that – authenticity.

Middle (Pain)

Your learning phase, all the pain you encountered, failures, what you tried. Does your pain mirror their pain? Be vulnerable. Be authentic.



My Story (Continued)

Building on your WHY and your MVV, begin to write your story.

“End” (Solution)

How you “fixed” it, shift from “have to” to “get to”, young at heart, confident

Hook (Open Ended Questions)

I don't suppose ...

I'm sure this has never happened to you ...



Target Market – CLIENT AVATAR

You cannot serve everyone – create your niche

DEMOGRAPHICS

Age: _____

Gender: _____

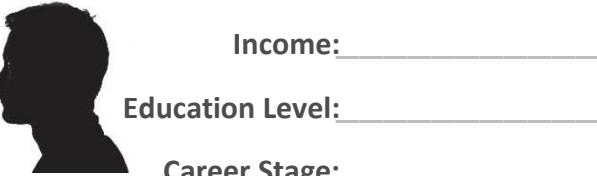
Marital Status: _____

Children/Ages: _____

Location: _____



Occupation: _____



Income: _____

Education Level: _____

Career Stage: _____

AUM: _____

PSYCHOGRAPHICS

Values:

Challenges:

Pain Points:

Why your service:

Goals (hopes & dreams):

LIFESTYLE

Do they travel?:

What are their hobbies?:

Do they read, if so, what?:

What kind of car do they drive?:

Do they own more than one home?:

How do they gather data to make buying decisions?:

Where do they frequent? Synagogue? Church? Gym?:



Target Market – COIs (Centers Of Influence)

Many will WANT to help, only a few WILL ... Find the RIGHT COIs

DEMOGRAPHICS

Age: _____

Occupation: _____

Gender: _____

Income: _____

Marital Status: _____

Education Level: _____

Children/Ages: _____

Career Stage: _____

Location: _____

Size of Team: _____



LIFESTYLE

Do they travel?: _____

What are their hobbies?: _____

Do they read, if so, what?: _____

What does their COI circle look like?: _____

Do they belong to professional associations?: _____

What are their primary prospecting activities?: _____

PSYCHOGRAPHICS

Goals (hopes & dreams): _____

Values: _____

Challenges: _____

Pain Points: _____

How did your collaboration begin?: _____

HOMEWORK ASSIGNMENT

Define your niche market and your ideal COIs.

Track this data over time to refine your efforts.

(Email me for our Client Analyst Excel Spreadsheet)



Behavior Planning

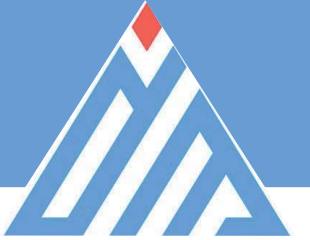
There are endless ways to prospect. Doing too many is the surest way to fail at them all. Pick your primary activities and go deep. Pick activities that can leverage the other activities. And, measure results!

Possible Prospecting Activities

<input type="checkbox"/> LinkedIn	<input type="checkbox"/> Create & update email signatures with tag lines	<input type="checkbox"/> Marketing driven auto responders
<input type="checkbox"/> Facebook	<input type="checkbox"/> Print Advertising	<input type="checkbox"/> Create sales templates
<input type="checkbox"/> Twitter	<input type="checkbox"/> Radio Advertising	<input type="checkbox"/> Develop your open-ended questions (remember, selling is 70% listening)
<input type="checkbox"/> Blog	<input type="checkbox"/> Sponsoring Events	<input type="checkbox"/> Written referral plan
<input type="checkbox"/> Vlog	<input type="checkbox"/> Web/banner advertising	<input type="checkbox"/> COI events and outreach
<input type="checkbox"/> Internet article marketing	<input type="checkbox"/> Collaborative events	<input type="checkbox"/> Strategic Partnerships
<input type="checkbox"/> 1 to 1 prospecting	<input type="checkbox"/> Niche marketing campaigns	<input type="checkbox"/> Trade Shows & Exhibits
<input type="checkbox"/> Webinars	<input type="checkbox"/> Direct mail (buying lists)	<input type="checkbox"/> Public speaking
<input type="checkbox"/> Seminars	<input type="checkbox"/> Sales promotions items	<input type="checkbox"/> Cold calling
<input type="checkbox"/> Networking	<input type="checkbox"/> Contests	<input type="checkbox"/> Review meetings
<input type="checkbox"/> Workshops	<input type="checkbox"/> Non-profit support	
<input type="checkbox"/> Social Gatherings	<input type="checkbox"/> Develop stories	
<input type="checkbox"/> Golf		

TABLE EXERCISE

- ✓ Take 5 minutes to start your list of prospecting activities
- ✓ Go around the table and share some of what you are doing that IS driving results.
- ✓ Be specific.



PROSPECTING NOTES & “A-HA’S!”

Write ALL YOUR ideas down (to prevent them from crowding your mind). You will execute ONLY on those that make the most sense (ROI).



Focused Behavior Planning

Going back to your One Page Business Plan...

- What is your Revenue Goal?

- How far are you from that goal?

- How many and what type of clients do you need to bring in to achieve that goal?

- Go to your Prospecting Notes – how / do these answers affect your top 3-4 prospecting activities?



SAMPLE Strategic Planning

PRIORITY #1: *Get Strategic*

- Behavior #1 – Block time each week to work on strategy
- Behavior #2 – Create story library
- Behavior #3 – Learn more about Smart Office & Practice Development tools
- Behavior #4 – Build my Tribe/Find an accountability partner

PRIORITY #2: *Create COI Strategy*

- Behavior #1 – Analyze current COIs
- Behavior #2 – Develop list of 15 potential COIs
- Behavior #3 – Document how we can work together
- Behavior #4 – Nurture existing COIs

PRIORITY #3: *Leverage Thought Leadership (Influence)*

- Behavior #1 – Meet with existing COIs to explore collaborative speaking
- Behavior #2 – Deliver, Sponsor, Host or Moderate Seminars
- Behavior #3 – Organize 4-somes
- Behavior #4 – Connect complimentary COIs

PRIORITY #4: *Drive Referrals via Networking*

- Behavior #1 – Develop strategy to ask for referrals
- Behavior #2 – Create In-Person Networking Strategy
- Behavior #3 – Create Online Networking Strategy (LinkedIn)
- Behavior #4 – Become a Go-To Resource



MY Strategic Planning

Based on my Revenue Goal of _____

PRIORITY #1: _____

Behavior #1: _____

Behavior #2: _____

Behavior #3: _____

Behavior #4: _____

PRIORITY #2: _____

Behavior #1: _____

Behavior #2: _____

Behavior #3: _____

Behavior #4: _____

PRIORITY #3: _____

Behavior #1: _____

Behavior #2: _____

Behavior #3: _____

Behavior #4: _____

PRIORITY #4: _____

Behavior #1: _____

Behavior #2: _____

Behavior #3: _____

Behavior #4: _____



Strategic Execution - SAMPLE

Based on a goal of XX% increase in revenue

ANNUALLY, I WILL...

1. Meet with my top 20 clients (upsell, ask for referrals)
2. Email remaining clients to schedule check in calls (use appointment setting tool like TimeTrade)
3. Bring on 4 more COIs
4. Deliver 4 seminars

MONTHLY, I WILL...

1. Attend 4 in person networking events
2. Spend 8 hours online networking (Linked In)
3. Spend 8 hours working on messaging, story, speaking
4. Spend 4 hours exploring how to work smarter with Practice Dev Tools

WEEKLY, I WILL...

1. Schedule 5 prospect meetings
2. Make 20 calls to prospects, potential COIs, networking follow up
3. Ask for referrals 10 times
4. Review Strategic Plan & time block execution

DAILY, I WILL...

1. Work on Confidence Practice
2. Seek to give referrals
3. Practice active listening
4. Have fun



Strategic Execution

Based on a goal of: _____

ANNUALLY, I WILL...

1. _____
2. _____
3. _____
4. _____

MONTHLY, I WILL...

1. _____
2. _____
3. _____
4. _____

WEEKLY, I WILL...

1. _____
2. _____
3. _____
4. _____

DAILY, I WILL...

1. _____
2. _____
3. _____
4. _____



Go the Distance

- What will your “Confidence Practice” look like?

- What tools will you use?

- My Affirmations (I am vs I will statements)

- Who can be my accountability partner?

- Who do I want as part of my tribe?



Recommended Reading & Resources:

Start with Why – Simon Sinek

How Great Leaders Inspire Action – Simon Sinek TED Talk Video

The Go-Giver – Bob Burg & John David Mann

The One Thing – Gary Keller with Jay Papasan

The One Thing Podcast

Good to Great – Jim Collins

The E-Myth – Michael Gerber

Girl Stop Apologizing – Rachel Hollis

RISE Podcast (Rachel Hollis)

The Four Agreements – Don Miguel Ruiz

Untamed – Glennon Doyle

The 4 Hour Work Week – Tim Ferriss

What will your professional development and reading goal be for this year?