



How to Be an Influencer in Any Market



MIKESTAVER



THE STATE OF THINGS

Uncertainty

Oppositional Thinking

Turbulent Emotions

Decreased Frustration Tolerance

THE WAY WE WERE

Tough it out

Power Through

Work Harder/Smarter

Suck it Up Buttercup

When the Going Gets Tough, the Tough
Get Going



BUILD RELEVANT RELATIONSHIPS

- Focus on a circle of prospects or fans and be in touch
- Make it a point to be an optimistic source of relevant information
- Stay in their circles through various modalities (social media, snail mail, etc.)

ADD VALUE REGULARLY

- How can you be a source of value in ways customers, prospects, leads, and fans define value
- Build a library of information and resources that help people solve problems (most searches are for how to ...)

FOCUS ON THE CONTROLLABLES

- Place effort daily on those things you have direct control over
- Fill your mind with whatever is good, optimistic, and uplifting

BE WHERE YOUR FEET ARE

- Be fully present. During challenging times, it's hard to be present. Be present anyway.
- Turn off all technology and be present with colleagues, friends, and those important to you.
- When working, stay in the present. Shun speculation and toxicity.



SIX THINGS TO DO RIGHT NOW

1. Slow Down

2. Focus on Controllables

3. Limit Interaction with Toxicity

4. Set Clear Boundaries

5. Lower the Bar

6. Care Less