



Building Your Mechanism of Influence

By Scott Moore
Getting Started

The Mechanism of Influence is the system that helps you illuminate your unique gifts, who your ideal client is, and how to create an organic, massive, and positive impact on the world in a way that makes both you and your clients evolve into your highest potential. It helps you turn your intangible gifts and ideas into a tangible product that nourishes both you and your ideal client as you co-evolve into your highest beings through a process of spiritual reciprocity.

Steps of the Mechanism of Influence (broad overview)

Step 1. Build a website that houses your valuable free offer, an opt-in for your newsletter, and offers regular, high-value content, as well as gives your clients an opportunity to buy your products and services.

Step 2. Produce regular, high-value content in the form of blog posts, newsletters, social media, videos, podcasts, articles, etc. that attracts people to your website and engages them to register for your newsletter so that you can move to steps 3 and 4.

Step 3. Give your clients the opportunity to find solutions to their problems by purchasing your products and services.

Step 4. Maintain a relationship with your clients with your high-value content as well as personalized emails, VIP offerings, and promotions.

Step 5. Repeat. Go back to the beginning and regularly reevaluate your offerings based on the information and input of your experience working with your clients. Keep your content fresh.

How to Get Started

- 1. Make a list of 20–30 of your strengths and assets.** These should be both tangible and intangible things. Also, list things that may seem unrelated to helping influence people for the better. Here's are some examples:
 - a. 20 years experience in my industry
 - b. I'm a quick learner
 - c. Love to work with people
 - d. I have a website
 - e. I'm very empathetic
 - f. I love the outdoors
- 2. Build your avatar.** This is a theoretical model of your ideal client, likely a composite of the kind of clients that you would like to serve. List as many details about this client as possible. Remember that you will serve a broader range than this client but knowing your ideal client will help you enormously in your message, marketing, and offerings. Remember that you're not trying to be all things to all people. Here's an example:
 - a. Julie is 45 years old, is married with two kids, she has a graduate degree, and works at the University and earns \$85k/year. She likes the outdoors, being active, and having the time to spend with friends and family ...
- 3. Outline at least 10 problems your avatar would likely have.** This is a crucial step because your mechanism of influence is essentially the way that your skills can help your clients solve their problems. Knowing these problems will help you to create the messaging and relationship to your client in a way that speaks to their needs as you create your high-value content on your website as well as maintain the relationship of your clients (steps 2 and 4).
- 4. Make a list of the things you can offer to help solve your clients' problems.** Looking at your broad list of assets, what are some of your strengths and assets that can produce quick, easy and actionable solutions to their problems?
- 5. Develop your mission statement.** Your skills in relationship to your avatar's needs will illuminate your mission statement. Spend the time to make this as clear and concise as possible. One relatively short sentence. You may use the following as a guide.
 - a. "I help _____ (kind of people) who suffer from _____(problem) achieve _____ (deliverable/end result), e.g.,

“I help conscious entrepreneurs who lack direction and focus in their business to gain clarity and direction to make a big and positive impact on the world,” or “I help every-day people who suffer from stress to achieve lasting peace and greater consciousness in body, mind, and spirit.”

- b. Memorize your mission statement so when people ask you what you do, you are crystal clear with your answer. This clarity will give you wonderful direction in your business. Run every new offering, content, course, or product through the filter of your mission statement to ensure that it feels inline with who you are and what you want to offer. This will also help you to understand how your many skills and talents are all represented under the umbrella of your brand.
6. **Create your VFO.** Choose the top one or two of these solutions to a likely problem and create your VFO, your valuable free offering. This should be something like a PDF, an audio or video recording, a quiz, or something that has high value, that is a simple solution to your client's likely problem, something that you could sell if you wanted to, but that you are offering for free as the incentive to enroll in your newsletter.
7. **Build your newsletter.** Create an account with a newsletter service such as MailerLite or Mailchimp. I have used Constant Contact and am currently using Mailchimp.
8. **Onboard your clients.** Create a welcome email that essentially welcomes them to your organization and offers them their free offering by clicking on a button to download your VFO.
 - a. Let them know that you'll keep them in the loop for more offerings and that you'd like to check in with them in a few days to see how their VFO went (if you gave them an exercise to do, or something).
9. **Write 3 articles.** Based on your list of your client's top problems, write 3 short articles, between 500–800 words, that illustrates how your skills and assets can illuminate or provide a solution for their problem. You will eventually post these as blog posts.
10. **Write welcome emails.** Write 2 more emails that you will set to send automatically 3-5 days after your welcome email. These emails follow up with and check in with your client in a personalized way and offers them more great information/content about a likely problem they may have. These follow up emails likely point them back to your website, to one of the blog posts you've written. The 2nd of these follow-up emails (third in total) invites them to purchase a product or a service that you offer.
11. **Write copy for website.** Write the basic copy for your website
 - a. An “About Me” statement: A simple paragraph about who you are, list a few of your assets, and gear the message toward how enthusiastic you are to help your clients.

- b. Your mission statement if you have one
 - c. If you have regular class, workshop, or course offerings, write up the description of these offerings.
12. **Build your site.** Create a website or landing page (a website with one page). Go to Squarespace (my favorite), or WIX, and register for an account and choose a template you like.
 - a. Helpful to get 15–20 professional quality photos including you doing what you offer or teach, e.g., if you offer yoga, have some yoga pics, as well as some profile pics
 13. **Plant your VFO.** On the home page, insert your info and an invitation to register for your newsletter and receive your VFO.
 14. **Post your articles.** Post your 3 short articles as blog posts on your site (for sites larger than a landing page)
 15. **Add your “about me.”** If your website is larger than only a landing page, make an About Me page and insert your About Me copy. Also, make a page that gives info for your in-person offerings.

Now the machine is built and you're ready to build, post, and sell your products and services!

The next steps are to regularly create your high-value content using your newsletter and on your blog, optimizing your blog to attract your clients. 2 blog posts a week and 1 newsletter a week. Your newsletter is aimed at creating and maintaining a personalized, trusted relationship with your clients. Choose topics based on your client's top 10 problems and how your assets can help to achieve actionable solutions for these problems.

Build services and digital products such as PDFs, audio/video recordings, etc. to sell on your site. Services can include personal coaching packages, public classes, workshops, courses, and retreats etc.

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