

Lisa
REHUREK



DARE TO BE INFLUENTIAL

MAXIMIZING YOUR
POSITIVE INFLUENCE WHILE
STILL BEING TRUE TO YOU

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LISA REHUREK



INDIE BOOKS
INTERNATIONAL*

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CHAPTER 1

Why Becoming Influential Is Important



**“I’m sorry, the computer made an error.
You’re not influential, you have influenza.”**

Consider this classic example of positive influence.

Mega movie star Marilyn Monroe had become an avid fan of the African American jazz singer Ella Fitzgerald back in the 1950s. Fitzgerald wasn't particularly well-known and was playing at small, low-key venues. After Monroe saw Fitzgerald perform for the first time, the two become fast friends.

Through that friendship, Monroe learned Fitzgerald was unable to land a gig at a famous West Hollywood nightclub because the owner felt Fitzgerald was too heavyset to draw crowds. Yet Fitzgerald longed for this opportunity because she knew it would change the trajectory of her career.

In 1955, Monroe, a top-ten box office star at the time, used her influence to persuade the owner of the nightclub to book Fitzgerald. The blonde bombshell was a publicity magnet and promised to sit in the front of the house every night and bring along guest celebrities and the media.

The agreement was made, Fitzgerald's shows sold out, and that did indeed change the trajectory of her career. Fitzgerald, who went on to win

fourteen Grammys and be dubbed the “Queen of Jazz,” never had to play in crummy small venues again thanks to Monroe’s positive influence.

The World Needs More Positive Influencers

The world is calling you. You do not need to be a celebrity to have impact and influence. But to be truly influential, you do need to discover your own genuine path.

You are surrounded by people who influence you every day. Some reflect positivity; however, there are many who flood the universe with negativity. We are influenced by people in the limelight: politicians, actors, musicians, podcasters, celebrities, and authors. And the list goes on and on. The less obvious, however, are the everyday people around us.

No doubt, you remember parental warnings about bad influences. When you were growing up, did your parents ever tell you, “Don’t hang out with so-and-so; they’re a bad influence”? Perhaps you relate to the Jimmy Buffett song, “We Are The People Our Parents Warned Us About.”

When we are young, we struggle to find the direction the rest of our lives will take. We look to role models, whether they are friends, family members, or famous people. Speaking of bad company, I personally got into plenty of trouble as a young teenager trying to find my voice and my place and allowed myself to be influenced by the wrong people. You'll get to hear a few of those stories along the way.

What Negative Influence Looks Like

In a 2013 CouponCodes4u.com survey, more than 2,400 parents from all over the country were asked which famous figures were the *worst* role models. Miley Cyrus was at the top of that list, with 68 percent of the vote. Justin Bieber and Chris Brown were on that list, too. All clear examples of negative influence. Also, all examples of young stars who were, themselves, trying to find their voice and their place. And that showed up in negative ways.

As we get older, we start to learn more about ourselves and what we are willing to tolerate. Yet it is still easy to be swayed by others' influence—both positive and negative.

Positive Influence Is A Choice

Being influential is not just reserved for people with authority or fame. We all get to choose to be a positive or negative influence, and to what degree.

We influence people daily, whether we are aware of that or not. The level of influence depends on the roles we play and the amount of visibility we have.

The more visible you are, the greater the responsibility for positive influence.

If you are in a leadership role, if you want to be in a leadership role, or to be a leader in any way, being influential is part of the gig.

According to the Center for Creative Leadership, the ability to influence is one of the four core leadership skills needed in every role. In fact, read any article on effective leadership, and you will read about the importance of influence.

Ken Blanchard, author of *The One Minute Manager*, says: "The key to successful leadership today is influence, not authority." Dale Carnegie wrote a whole book on *How to Win Friends and*

Influence People, which talks about the role that influence plays on getting things done. That book sold over thirty million copies and is one of the best-selling books of all time.

Being influential gives you the freedom to drive change, lead a vision, and inspire others; all things we need in today's world.

The thing is, you do not just wake up and all of a sudden own the influence label. Furthermore, you do not become influential just because someone gave you a leadership title. In fact, many people with authority are not great at being influential because they have never done the work required to become a successful leader.

Busting The Influence Myths

Some believe you are either influential or you are not, and they contend that influence is not something that can be learned. Others raise the concern that attempting to be influential and persuasive are code words for being manipulative and controlling.

These are common misperceptions. Dismissing the power of positive influence is a gross miscalculation.

Influence is not something you are born with; it is a learned skill. Sure, you may be naturally likable and approachable—pieces of the influential puzzle—but there is so much more to it.

Influence can be learned. But it is an intangible quality that is all about the strength of your presence. You must be willing to put in the hard work and the time to grow into that role. It takes consistency, practice, and humility.

Influence is not manipulation. Unfortunately, there are a small handful of people who use their influence for bad. You are not one of them.

Influence is about allowing for a win-win scenario. It cannot be forced; people are naturally drawn to people they choose to be influenced by. What that tells us is influential people have magnetism; they have presence.

True influence has staying power; it is more than just a one-time sugar high.

One example is Peyton Manning, believed to be one of the greatest NFL quarterbacks of all time. He has an impressive list of accomplishments and accolades, including two-time Super Bowl Champ, Super Bowl MVP, five-time NFL MVP, and fourteen-time Pro Bowler.

As an athlete, he is impressive. But his success has come from more than just his on-field talent. His ability to positively influence his teammates, his fans, and the cities in which he has played made him a better quarterback. He has carried himself with grace and modesty on and off the field, both in his words and in his actions. He knew he had to build the foundation of trust to influence from his genuine self.

The Responsibility Of Positive Influence

Developing yourself as a genuine influential leader is powerful. With it comes great responsibility—responsibility for creating good in the world, for inspiring other sincere leaders, and standing in the light when you are scared s***less. Leading the charge instead of letting others influence you into being something or someone you are not is hard and scary. It requires courage and determination.

Everyone has the potential to be a positive influence. There is groundwork that needs to be laid to develop yourself into a positive influential leader. In the coming chapters, you will learn the base principles to help you develop this groundwork.

DARE TO BE INFLUENTIAL

CHAPTER 1:

Why Becoming Influential Is Important

1. Choose to be a positive influence.
2. Discover your own genuine path.
3. Use your influence to help others.
4. Think in terms of win-win scenarios.