

MASS INFLUENCE

The Habits of the Highly Influential

Teresa de Grosbois
with Karen Rowe

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Smashwords Edition

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## Shameless self-promotion

### Here's what people are saying about *Mass Influence: The habits of the highly influential*

"*Mass Influence* is an engaging, easy read. Whether you're out to change your company, your community or your industry, this step-by-step guide will support you in becoming an influential thought-leader."

**Marci Shimoff**, New York Times bestselling author of *Happy for No Reason* and *Chicken Soup for the Woman's Soul*

"Someone said, 'It's not what you know but who you know that really makes the difference.' Wise words indeed. Teresa de Grosbois makes a compelling case in this excellent book about the value of influence. Easy to read, eminently practical and loaded with important exercises, this is the perfect road map for anyone who desires to become a significant person of influence."

**Les Hewitt**, New York Times bestselling author of *The Power of Focus*

"A valuable resource for anyone passionate about influencing positive change in the world. If you are prepared to lean into a bigger impact, you'll want to read this book."

**Barnet Bain**, producer *What Dreams May Come* and *The Celestine Prophecy*; author *The Book of Doing and Being*

"If you loved Malcolm Gladwell's *The Tipping Point*, *Mass Influence* is a must read. Influence expert Teresa de Grosbois masterfully deconstructs the time-immortal strategies of influence and guides you to massively impact the trajectory of your business and your life."

**Steve Olsher**, New York Times bestselling author of *What Is Your WHAT? Discover the ONE Amazing Thing You Were Born to Do*

"Influence is not something that just happens—it's something you can learn to do. Learn from the best! Teresa de Grosbois will guide you to grow your business through becoming massively influential. Oh, and you'll have fun in the process!"

**Ellen Rogin**, New York Times bestselling author of *Picture Your Prosperity*

"This book is a game-changer. Teresa's forward thinking is eye-opening and mind-blowing. If you're an entrepreneur, business owner or leader, this book is a step-by-step blueprint for establishing yourself as an authority in your industry. After you read—and more importantly apply—the simple habits in *Mass Influence*, you will never go back to your old way of thinking or operating. Teresa makes it easy to become influential and build influential relationships."

**Charmaine Hammond**, international bestselling author of *On Toby's Terms*

"At the beginning of the book *Mass Influence*, Teresa de Grosbois confesses that she has 'created some epic failures' in her life. This book is not one of them! You will discover the obstacles stopping you from becoming an influencer. This book helped me to recognize how to become influential—and made it so clear, interesting and easy to understand. We all desire sway,

impact and positive power: Mass Influence is the guidebook to get you there. Highly recommended!”

**Debbi Dachinger**, international bestselling author and  
award-winning syndicated radio host

“A must-read for every business leader! This book blows away misperceptions of influence. It is sure to inspire you and give you access to unlimited possibilities. It’s easy to dip in and out of and it is full of bite-sized wisdom on giving influence and growing your own influence. It brilliantly lays out common mistakes to avoid and the expertly-designed exercises assist you to up level your own influence.”

**Lisa Mininni**, bestselling author and president, Excellerate Associates

“Such a needed book, Teresa. I’ll be sharing it with all our coaches and trainers. It’s like an ‘agent of change’ how-to manual. So excited to spread the word.”

**Jennifer Hough**, international author, speaker, and founder of  
Get Out of Your Own Way

“When it comes to influence and connecting, there is no one in the world who does it better! Teresa is an absolute expert and will demonstrate how to grow your business extremely quickly by following simple rules. This will become your go-to book on taking all relationships and connections to unprecedented levels of success.”

**Colin Sprake**, international bestselling author of  
Entrepreneur Success Recipe and owner of Make your Mark Training

“Teresa de Grosbois is my ‘influencer’ role model as well as a role model to my colleagues in the world of transformational leadership. Being a hub of influence, generously connecting individuals for their mutual benefit and elegantly self-promoting seem as natural to Teresa as breathing. Yet in this book you’ll discover that these are skills anyone can learn and thus expand our reach, our success and our impact on the world. Thank you, Teresa, for once again exhibiting your generosity by sharing your powerful secrets with us all.”

**Debra Poneman**, bestselling author, founder of Yes to Success, Inc.  
and co-founder Your Year of Miracles, LLC

“Read this book. But before you do, set aside everything you think you already know about how to become influential and grow your business through influential relationships. De Grosbois lays out the how-to steps of becoming highly influential like you’ve never seen before. It’s fun, entertaining and will change the way you think about networking in business.”

**Lesley Everett**, Founder and CEO Walking TALL International,  
president of The Global Speakers Federation 2013-14

“It’s not every day that a book like this comes along. Run, don’t walk to get this book if you want to grow your influence, your business and your reach in the world. It’s fun, entertaining and life-changing.”

**Dr. Lin Morel**, bestselling author of  
Soul Lifts: From Bumps to Brilliance

“This book is easy to read and it’s easy to absorb all of Teresa’s amazing information with real action items that anyone can immediately implement. Pick a copy up and don’t put it down!”

**Tonya Hofmann**, CEO and founder of The Public Speakers Association

“If you desire to create change in the world, to tap into the power one person can leverage through ‘mass influence,’ this book will give you the rules, the tools, and most importantly, the mindset, to have you win at the influence game on a large, even world-changing, scale.”

**Julie Ann Turner**, bestselling author of *Genesis of Genius*  
and host of the Global ConsciousSHIFT Show

To Shawne, who helps me fly,  
to Pam who grounds me, and  
to Rae and Fiona, who teach me joy.

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## Preface

### Understanding Mass Influence

*Mass Influence* draws mostly on my personal observations and teaching. Although the ideas delve into a new realm, I'd like to acknowledge some brilliant thinkers who have influenced my work.

Broad-scale (or mass) influence is distinct from individual influence. Individual influence, which was studied by Robert Cialdini in his book *Influence: The Psychology of Influence*<sup>1</sup> is the ability of one person to influence another. I recommend it, although many of the principles of one-on-one influence change when you move into the realm of mass influence—the ability of one person to influence large groups of people.

The subject of books like Malcolm Gladwell's *The Tipping Point*<sup>2</sup> or Chip and Dan Heath's *Made to Stick*<sup>3</sup>, is the influence of one individual on the masses. Even before reading these great works, I knew I wanted to dive deeper into the influence conversation to get more practical, real-time information on becoming influential. In my conversations with colleagues and clients, I found I was not alone. Many others shared their stories with me of blindly having ineffective conversations with gatekeepers<sup>4</sup>. When I got the tools to effectively befriend the gatekeepers and build relationships with the influential, my world opened up. I'm excited to pay that forward. *Mass Influence* picks up where the ideas of other books leave off by giving you the rules, the etiquette, the mistakes to avoid and, most importantly, the mindset of how to win at the Influence Game.

## Introduction

I have created some epic failures in my life.

Most of them start in my mind.

The first failure I remember happened when I was two, just starting to speak.

I am sitting in the corner of a crowded kitchen, jostling for space along with my nine siblings and a dog. Everyone is in a rush to finish something or get somewhere. I, the youngest, sit unnoticed in my corner. My overworked, exhausted mother has forgotten to feed me. I watch her scrape food into the garbage.

I'm angry. Pissed off, as only a two-year old can be. I cry in frustration.

"I'm not important." I tell myself. "I'm less than the stinking garbage."

I accept the thought as true.

That inner dialogue sticks with me.

It does not matter that I grow up in a supportive, loving family, or that my mother and I become close as adults and she becomes one of my greatest role models. "I'm not important" runs in the background of everything I say and do. It is both the driver that helps me succeed and the trap that has me fail. This inner mantra has both caused me to make my life about becoming a force for change in the world and has motivated me to say some of the stupidest things that could ever escape my lips.

### The Influence of Inner Dialogue

Everyone is writing about inner dialogue these days. What many authors fail to point out is that while your inner dialogue is inescapable and humiliating, once you're able to see it for what it is—a story that you made up based often on one isolated incident—it's also hilarious and wonderful. Befriending your inner dialogue that you created when you were a child and using it to motivate you rather than destroy you is the foundation for your success in the Influence Game.

Learning the Influence Game, like any other game starts with understanding the strategies and rules. One of the most important tools you can develop is to learn about and understand the concept of broad-scale or mass influence.

### What Led to *Mass Influence*

I first became intrigued with studying and mastering the concepts of influence because I didn't have any. As someone with the inner dialogue of "I'm not important. I'm worth less than the stinking garbage," I was spending the bulk of my time doing one of two things:

1. Looking for evidence to validate that I wasn't important (ask my former husband how many times I falsely accused him of not making me a priority); or
2. Looking for ways to become important through career or business choices.

Observing the behaviors of influential people and learning from those who had influence became a passion of mine.

Everyone wants to have influence in one way or another, but are you clear about what you want specifically, or what influence means to you? Influence could mean more power or more money. Maybe you want to be flown around in a private jet, be friends with Oprah, or even

become Oprah. Maybe you are frustrated by something in the world, and want to change it. You want to start a movement and create long-lasting change.

The entrepreneurial world is full of examples of people who started small, whose passion and ability to inspire the imagination of others resulted in attention and energy flowing towards them.

Mass Influence embraces a simple idea: what makes Steve Jobs Steve Jobs or Martin Luther King Jr. Martin Luther King Jr.?



Most people think it's somebody else's job to create change. Consider that it's your job. You are the leader you've been waiting for and in order to be that person, influence is crucial because it helps you create change—from a small scale to massive shifts on the planet. The influential path enables you to take action, to motivate others, to spread the word, to create a movement, to be your own Bill Gates or Mahatma Gandhi.

So, what will it take for you to play at a bigger level?

My own desire to create change in the world became truly real for me just after the turn of the millennium.

*I'm sitting on my living room floor, eyes closed, attempting to clear my thoughts. I am just coming out of a really bad year. My father has passed away, my health is failing, my business has failed, and to cap it all off, my marriage has ended.*

*I'm feeling annoyed at the world. My life sucks. There is a litany of complaints in my head. "Why doesn't somebody fix '... my life, the broken sidewalk in front of my townhouse, the world."*

*I breathe deeply and my mind finally settles. A crystal clear thought emerges.*

*"I am somebody!"*

*I resist the thought. "These are not my problems," my mind insists.*

*“I’m somebody” my mind repeats.*

*“It’s not the world’s job to fix my life. My job is to improve the world.”*

*My heart stops. I weep.*

*In that moment I know, without a doubt, that like so many others, I am the one the world is waiting for. And I can either live a life of complaint, or a life of action to create a better world.*

*I choose action. My life changes.*

How often have you thought, “Why doesn’t somebody just’...?” Perhaps you wish you could change something in the world. But how do you actually step into having enough influence to “be the change you wish to see in the world”? Every college dorm in North America has the famous Gandhi phrase posted on the wall, between a class schedule and a poster of an indie band.

What is required to actually be the change?

Enter the Influence Game.



Most people don’t understand the principles of how to play the Influence Game to become an influential person. It’s like you’re standing on the rink in the middle of a hockey game and you’ve only ever been taught how to play badminton. Understandably, you don’t know why all these people are shooting pucks past you and skating around you on the rink.

You will discover in this book the three obstacles that are in your way of being taken seriously as an influencer, and exercises to transcend those challenges:

1. What you were taught as a kid
2. The habits you created when you first learned to network in business
3. What your inner voice tells you in moments of deep discomfort.

Whether it's change within your community, your corporation or the world at large, the principles of mass influence are the same. By the time you reach the final page of this book, you will have ingrained, at a habitual level, a solid understanding of the game and how it's played. You are invited to work on developing routine habits that will continue to build your fame and influence. The exercises are designed to help you integrate influence into your thinking and routine. Most importantly, you'll be able to look at where your inner game is having you fail.

Mastering the concept of what creates influence can be a hard idea to grasp, much less follow. Yet, like riding a bike, once you master being influential, you'll wonder how you ever thought it was hard.

**PART 1**  
**NEW REALITY, NEW RULES**

*You make a living by what you get, but you make a  
life by what you give.*  
—**Winston Churchill**

# CHAPTER 1

## The Mindset of Influence for the Good of the Many

*“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”*

—Margaret Mead

Next time you’re curled up with a latte and your computer, ready to pull something up on Netflix, watch *How to Marry a Millionaire* from 1953 with Marilyn Monroe and Betty Grable. Feel free to fast forward. The story line is predictable. It’s reflective of a dominant theme you see in the 1950s—don’t judge people for “shallow” reasons. Three girls decide to marry rich. Amidst their antics, they fall in love with three seemingly ordinary guys. One of them turns out to be really rich. All of them live happily ever after, without any bearing to how much money their men have.

I love watching movies from the 1950s. Not because they’re particularly good, but because they’re such a stark benchmark of where society was a half-dozen decades ago. Watch a movie from the 1950s or even the 1990s and you’ll gain a clear sense of just how rapidly the dominant thinking of society is evolving. The dominant themes of this movie—the idea of judging a person based on wealth or the notion that a woman would need a man to gain wealth—are now antiquated.

Movies are a great benchmark for how rapidly society is evolving. There’s a massive shift in global consciousness going on. The shift is happening on two levels.

First, people are waking up. They are learning to use their whole brains and to master some of the higher brain functions such as intuition and empathy. It is no longer uncommon in business to hear the term *whole brain*.

Second, people are tuning into the power of relationships, and the level to which we are all connected on this planet. The opinions of the masses are moving far more rapidly than the political systems can keep up with.

The rapid change in popular opinion and belief systems is largely due to the second level of shift in consciousness: a massive shift in the flow of information. The old model of people working for corporations is shifting into a new paradigm of people becoming information workers.

When Henry Ford’s moving assembly line became wildly successful, he doubled wages to pay his workers \$5 a day in 1914. Thousands of prospective workers arrived at the Ford Motor Company in Detroit drawn by this salary increase. Today, the flood of people seeking to find work looks different. Now we can produce information, rather than just physical goods for big business and individuals can work from home for some of the largest companies in the world<sup>5</sup>.

People, whose primary product or service is in the information realm, now work online in fields such as information gathering or development, training and education. The opportunity now exists to change global thinking around certain conversations, planet-wide, far more rapidly than ever before. Arianna Huffington had a varied and interesting career in media and politics, but the creation of the *Huffington Post* launched her to a different level of influence. As a blog

and news aggregation site, the *Huffington Post* has more than a million readers comment each month—an online empire with real-time evidence of a highly engaged community<sup>6</sup>.

Those changes are happening whether or not you're a part of them. They are happening at every level, from broad-reaching international initiatives to local communities, to changes within a single organization.

To facilitate these changes, people want to be led by someone who inspires them, who is out for the good of the many, who will step up and into their own influence for the good of the group, and the good of the planet.

What will be your role in this massive shift of global consciousness?

You can either be a leader in that change or you can be a follower.

To be influential you must be willing to become a leader.

## **Stepping into the Influence Game**

Today is one of the best times in history to move into the Influence Game. Gone are the days where a few outlets governed when and how everyone received their media. Many no longer even watch the traditional news or read national newspapers. Instead, they're finding out about major world events from Twitter and Facebook. The world has become your free agent, and anyone, even you, can become an overnight success, or "go viral" in ways that we never dreamed of in the past.

The Influence Game still runs on the same principles it did prior to the emergence of the Information Age. Mass influence comes from developing relationship with numerous people. But the ease with which you can do so is far greater now than it was a couple decades ago.

Back then, the Internet was really just starting, and the ability to grow a following online was in its infancy. To hold significant influence was a long, slow process and developing your own tools of influence was very challenging.

For instance, 20 years ago you "became famous" by developing relationships with reporters and journalists or becoming a newspaper reporter or journalist yourself. You might have become a politician or perhaps a church minister. Options included radio host, professional speaker, writer or columnist, starting a magazine or becoming a book reviewer for a journal. You could have started a charity or a training company to teach a specific skill. Whatever the case, you would have then had to seek out people in person. You might have called up book reviewers or found an agent or publicist who had the connections in the industry to properly promote your field of expertise.

Opportunities were limited and not readily accessible. The average person working a 9-to-5 job would have had difficulty finding a way to break into developing that kind of influence. If you weren't in one of these positions, or connected to people who were, your ability to develop your own tools of influence was a great deal more challenging. Mass influence was unattainable for the average person.

## **Being Your Own Agent**

In today's world, the Internet and social media have brought about the opportunity to spread ideas, products and concepts instantaneously. You can develop your own tools of influence with ease and, within a short period of time, quickly develop a platform to launch your dream. It's as easy as developing a following on Facebook, an online radio show (known commonly as a podcast) or a personal blog. Anyone can become influential—the technology is available to all of

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