Welcome to the Mass Influence Workshop!

If you're interested in building or growing a community of any scale, you're in the right place.

The Mass Influence Workshop has been proven successful in literally hundreds of markets and niches around the world.

This workshop is designed to help you build your own community, win trust and establish your authority among the masses.

The five types of people for whom this workshop is perfect

1. You want to build a thriving list of subscribers

2. You want to build your community and nurture it

3. You want to increase your influence over your community

4. You are running a business and want to increase sales at lower operating costs

5. You want to engage your subscribers and have an ongoing relationship with them

(If you fall into one of those five categories, you're going to love the next lesson I have for you... it's about amplifying your influence over your email list. You'll discover all the proven strategies that help grow a community.)

Part A: Three questions to inspire you to build your own community...

The key to building your community is helping your audience, being relevant and inspiring them.

Here are 3 questions which will help you unearth the issues that bother your customers the most. Answer them to your best.

1. Who is your audience and what big challenges are faced by your audience?
[Tip: Try picking a focused niche as your audience. Then jot down all the problems they face and write them down as per priority]

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2. What have you done to overcome them so far?

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3. If you overcome those challenges, how would it simplify your audiences' lives?

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Part B : Action Plan

Before you start building your community, you must make sure your audience knows who you are at a personal level.

Here is a 4 point checklist to achieve that instantly:

Strategy 1 - Show a smiling photo of yourself to gain trust

- ✔ Select a high quality smiling photo of yourself
- ✔ Display that photo on your 'About Us' or 'Contact' page
- ✔ Upload the same photo on social media accounts you use - Facebook, Twitter, Instagram, etc.
- ✔ Upload the photo on various community forums like Quora, Reddit, Moz, etc.

Strategy 2 - Build your unique authority

- ✔ Identify what's your unique offering
- ✔ Once identified, brand yourself as the provider of that unique offering
- ✔ Keep tweaking your offering to become an expert in that area
- ✔ Use that expertise consistently to help audiences and maintain trust and authority

Strategy 3 - Tell a story about your triumphs

- ✔ List down all your personal battles, troubles you faced and how you survived it
- ✔ Pick something amongst the troubles that were the most challenging
- ✔ Wrap it up into a story with strong emotional content attached to it
- ✔ Narrate your story to the masses and get into a conversation with your readers

Strategy 4 - Dominate what your audience cares for

- ✔ Use surveys, social media, forums, etc. and find out one thing what your audience cares about the most
- ✔ Create sharp and valuable content pieces around that topic
- ✔ Deliver that content pieces through various channels - emails, videos, blog, social media, etc.
- ✔ Offer help to your audience and resolve their queries consistently on what you deliver

Looking ahead in the Mass Influence Workshop...

Lesson Two – Amplify your influence via emails

The second lesson lists down all the strategies that are required to amplify your influence over your audience via emails. Find out all the elements you need to have in place before and after your subscriber opens your email.

Lesson Three – Fastrack influence and next steps

This lesson is all about you moving forward and moving into action. It's about taking all the strategies and practically applying it to your business. Learning theory is good, but taking actions from them is even better.. the best to be precise.