

Influential Presence

Influence is a key element in mastering the techniques of Magnetic Persuasion. That's because influence is the highest form of persuasion. With influence, people are spurred on to action because of your character rather than your maneuvers. Persuasion is what you do or say, but influence is who you are.

How do you gain this type of influence? How do you gain a strong enough influence over people that they will act on an idea simply because it came from you? How do you achieve a strong enough influence over people that they are still compelled to move forward even when you're not around? There are five crucial attributes one must possess in order to gain this kind of influence.

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Presence is the ability to empower and influence others into believing in you, trusting in you and jumping on the bandwagon. You give them the energy they need to bring to pass the results you want. You help them see themselves in the future carrying out your vision. They become excited and energized by your passion and enthusiasm. They are magnetized and motivated by your charisma. What's more, they are lifted and inspired by your optimism and expectations. In essence, with influential presence on your side, you're a source of empowerment, encouragement, inspiration and permanency to your prospects.