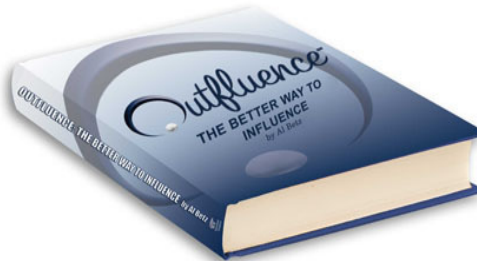


Outfluence

The Better Way to Influence



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About Al Betz



Al is the Founder and Chief Executive Officer of Outfluence, LLC. He has a nationwide reputation as a realtime reporter, an author, and a leader in the court reporting world. Major legal matters he and his company participated in include the grand jury investigation of the Clinton Administration, and the recent litigation involving alleged accounting fraud of Ernst & Young, WorldCom and Enron.

As an author, Al has interviewed and transcribed the stories of numerous subjects, including families of 9/11 victims in an effort to preserve their loved ones' life stories. He credits his Outfluence approach to life and to business for enabling him to attract positive people to his life and to his business.

<http://www.outfluenceonline.com/Al-etz.html>

■ The Big Idea

"Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior." ~ Marshall McLuhan

This quote underlines a truth that seems evident, yet few of us really think about the deeper meaning of how much influence is exerted upon us from our environment, seemingly many times without our conscious consent. When most people think of influence, they think of something wielded by those with authority, money, clout — who also usually possess an agenda of their own.

There is a better way if you feel you don't have all the authority, money, or clout you need to effect real, positive change. Applied consciously, it creates a powerful, irresistible message that promotes growth in personal lives, relationships and businesses.

It's called Outfluence.

Outfluence turns conventional thinking about influence upside down—making a powerful force available to anyone who chooses to use it.

■ Why You Need This Book

This book will introduce the power of silent communication and teach you principles and behaviors to help you become more effective in your day-to-day interactions. It will also teach you that the effort extended to show others that we care makes an impression – whether our approach is in the form of speaking, writing, listening, or practicing patience and respect.

■ What is Outfluence?

Outfluence is a lifestyle comprised of silent communication principles and behaviors. Outfluence is a focused form of nonverbal communication. The philosophy behind the concept is that our silent communication often speaks more effectively for us than does our auditory communication.

Outfluence is a constant messaging process that we engage in purposely and, frequently, silently. It's focused on the relationship between you and a current customer, on the budding connection between you and a prospective client, or on a developing personal bond.

Focused, thoughtful and delivered with sincerity, Outfluence is the strategic use of silence and, most importantly, it is the giving of your good will to another person. Financial rewards are part of being a successful practitioner of Outfluence, but money is not the only benefit. Relationship building is a valuable reward when all parties to a business venture are inspired to do their best and are focused on making each other successful. The same is true of anyone involved in a promising personal friendship.

■ The Difference between Influence and Outfluence

Influence is an ephemeral power that operates without any direct or apparent effort. It is usually associated with prestige, wealth, ability, power, or position.

How do you influence if you don't have prestige, wealth, ability, or position? You turn to social influence.

People bend to peer pressure in an attempt to fit in. They do it to acquire social influence. Traditional methods of influence serve a purpose when honorably employed. But there is a better way to influence: it's called Outfluence. Remember: Outfluence is the giving of your good will to another person in purposeful and sincere action that makes a person feel good about himself and about you and/or your business. An Outfluencer always looks outward, desiring to help another person first, secondarily thinking about the Outfluencer's positive purpose.

■ The Value of Silent Communication

Outfluence is valuable and accessible to you for these five reasons:

OUTFLUENCE IS CONTROLLED BY YOU

Outfluence is delivered from the source (you) directly to the recipient when you are ready. You don't have to wait for others to carry out marketing initiatives, and you don't have to hope that your message is reaching the intended person(s). When you implement Outfluence, you are always reaching the right person or entity.

OUTFLUENCE IS SILENTLY DELIVERED

Outfluence will amplify your quiet voice and help you to navigate the obstacles to communication. You simply do not have to say much for it to be effective. Impact is delivered silently over time by using low frequency messages such as your thoughtful actions, respectful voice, and well-crafted writings. In the process, your confidence will grow and your timidity will subside.

OUTFLUENCE IS NOTICEABLE

The point is that people notice everything you do. Your silent actions have meaning. If you can silently perform your job with a deliberate strategy that focuses on giving rather than getting, you have a better chance at having your actions interpreted as you intend them.

OUTFLUENCE IS HELPFUL TO EVERYONE

The concept that Outfluence is helpful to everyone was demonstrated beautifully by a judge at a jury trial in the Circuit Court for Montgomery County, Maryland.

During the jury selection process, the judge spent about 25 minutes telling the jurors about the history of the jury system. After the discussion was over, every member of that jury had a better understanding of what it meant to be a juror.

However, the judge's articulation made a difference not only in how the jury perceived the system and their place in it; every other participant in the court, especially the two parties to the case, benefited. The jury undertook their duties with an enlightened perspective on the depth of their responsibility to serve.

OUTFLUENCE IS A DIFFERENTIATOR

The key here is to decide if differentiating yourself is important to you. If it is, then you must decide how you will do it. What will you do that you know your clients need and that you know your competition is not doing? When you decide

what that differentiator is going to be, you must sleep, eat, and breathe it. You must promote yourself based on that differentiator so that you will stand apart.

■ Silent Communication Fundamentals

Here are 20 communication fundamentals that are often expressed silently:

BEFORE YOU MAKE CONTACT:

1. Be the solution, not the problem
2. Inspire your performance
3. Read
4. Write well

DURING CONTACT:

5. Compliment sincerely and often
6. Control emotions
7. Be courteous
8. Dress appropriately
9. Treat everyone with equal respect
10. Offer a firm handshake
11. Honor promises
12. Listen more, speak less
13. Make mistakes
14. Pick up the pace
15. Make quality eye contact
16. Smile
17. Speak with dignity
18. Take measured chances
19. Think before you speak
20. Understand the power of words

■ Inspired Performance

Inspiration makes the difference between a mediocre act and a stellar performance. When you're in the presence of someone who is inspired, your blood moves a little faster, and your eyes shine a little brighter. The feeling is magnetic, a natural high. The components of an inspired performance are:

- **Desire** – you have to want to perform exceptionally well;
- **Compassion** – you have to be sensitive to the needs of other people and care about meeting their needs;
- **Courage** – you have to be willing to step forward and risk failure;
- **Faith** – you have to believe in a positive outcome.

THE STEPS

Is there a formula for achieving an inspired performance? Yes. The formula is:

PREPARE TO SERVE

In preparing to serve, it is necessary to first develop your knowledge base and your skills to your highest ability, and to maintain them at a high level. Service is meaningless without high-quality, inspired performance.

COMMIT – BEFORE YOU BEGIN

Before entering a business meeting, tell yourself that whatever happens from this point forward will be positive, no matter what. People enjoy working with cooperative, engaging, competent, inspired people.

When you enter your place of employment every day, smile and commit to yourself that every interaction you have today is going to be a positive one. You have surely noticed that when you get angry with someone, they tend to get angry back. When you smile at someone, they tend to smile back.

SELECT YOUR CLIENTS AND/OR EMPLOYERS CAREFULLY

Inspire your performance by identifying the profile of your ideal client. That will make it easy to inspire step three, which is to service them really well.

FIGHT FOR EVERY DETAIL

You want to fight for every detail in your work. Can you imagine living with anxiety over and over? Whether you are a new professional or an experienced professional, you should know the importance of fighting for every detail.

AVOID NEGATIVE PEOPLE

Negative people absorb your energy. Their attitude will influence your behavior unless you are emotionally and intellectually strong and aware. For example, it is easy to fall into a pattern of complaining about situations. We all do it, or have done it. But remember this: Whatever you focus on, you will attract. If you fall into a pattern of complaining about life, you will attract more things to complain about.

■ You Will Know

So how will you know when you have done your job well? How will you know when Outfluence has worked? You will notice a change in the attitude of the person you are Outfluencing. You will know when your customer, or a prospective customer, asks one

of the following questions. "Will we see you again next time?" Or, "Who will we see next time?"

The form of the first question indicates that your customer wishes to do business specifically with you next time; the second question implies that your customer really is not concerned who does the work next time. You want your customers to ask about you and for you.

How else will you know that Outfluence has worked effectively? Just listen to what people have to say about you to others in your presence.

WILL OUTFLUENCE WORK?

Here's why it will: over time you will fine-tune your ability to accurately assess people in those first few moments of seeing them, greeting them, or interacting with them. You will learn to respectfully move away from people and situations that put you at risk, either physically or psychologically, and you will confidently move toward people who exhibit Outfluence traits that make them appealing to you.

Outfluence is people relating to people. Can it make your relationships better? Can you be happier? Can you have less stress in your life by following the Outfluence principles?

Can you attract people into your life who are positive and uplifting? Can your life be better if you Outfluence other people? The answer is yes.

Good people lead you to other good people and good experiences.

OUTFLUENCE WILL ENABLE YOU TO INSPIRE EVERY DAY!

Outfluence can make you a better person, and inspired performance can make you better at your job. In combination, those two attributes can make your life and your work more interesting, more fun, and less stressful. You have every reason to believe that your journey on the path of Outfluence and inspired performance will have a positive result. Know that as your life changes people will be watching, and they will follow your lead.

Be hopeful that as time passes you will begin to recognize your Outfluence progeny in the world. When you do, you will be proud to know that each of you impacted the world in a significant and powerful way.

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