

11 WAYS

INVISIBLE INFLUENCE

CAN HELP YOU WIN AT SXSW



1. INFLUENCE IS EVERYWHERE
2. PICK A GOAL. WRITE IT DOWN
3. DON'T BE A MINDLESS FOLLOWER
4. GET OUTSIDE YOUR COMFORT ZONE
5. KEEP CALM AND SAY NO TO FOMO
6. BE PRESENT
7. THINK LIKE A CHAMELEON
8. ASK FOR ADVICE
9. DON'T JUST TALK, LISTEN
10. HARNESS THE GOLDILOCKS EFFECT
11. MAKE MERE EXPOSURE WORK FOR YOU

Learn how to master the hidden forces that shape behavior

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