
JERED SLUSHER'S



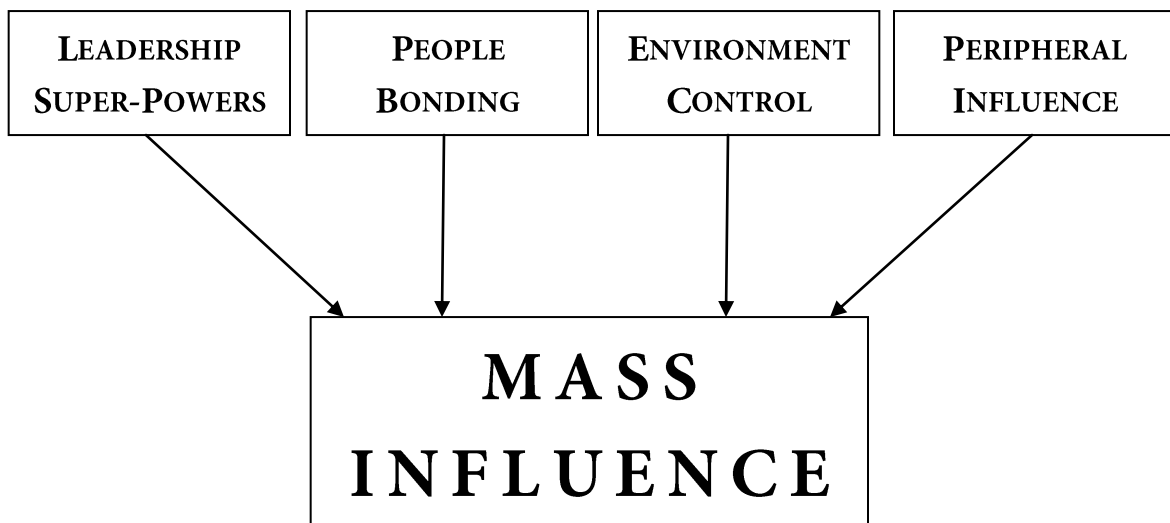
THE SECRET TO
MASS INFLUENCE

*** CONFIDENTIAL ***

MASS INFLUENCE BLUEPRINT – *EXPOSED!*

There are **four main components** of Mass Influence, each helping the leader develop **exponential results**:

1. Leadership Super-Powers
2. Bonding With People
3. Controlling the Environment
4. Peripheral Influence Payout



Let's look at each component in depth...

1. LEADERSHIP SUPER-POWERS

I learned a long time ago that to be an attractive person, you've got to have something other people want.

Think about all of the hot models you see in magazines, on T.V., billboards, and the internet.

Why do you think advertising agencies use good looking people to sell their products?

Because **they're attractive**.

You don't have to be a rocket scientist to know that sex sells.

Anything that solves a problem sells.

And leadership is about selling.

As a leader, your super-powers are simply your skills, talents, beliefs, values, and philosophies that other people find attractive and **desire**.

Once people begin associating you with super-powers and realize you can provide what they're looking for, they will turn to you for guidance.

And believe me, **they want your guidance**.

For example, say a 23 year old guy named Jeremy has terrible luck with the ladies. He to start dating, but he just can't unlock the code.

Then, Jeremy's friend Kyle comes along and says, "Hey. I know how you feel. I used to be bad at dating when I first started. I turned it around by learning the art of pickup. Now I've got girls stalking me all over the place. It's crazy!"

Do you think Jeremy is going to want to know more?

VERY LIKELY!

If Kyle really has super-powers and can summon massive amounts of chicks, Jeremy is going to **want** to learn everything he can from Kyle.

To a guy who has poor luck in the dating realm, Kyle is like a messianic deity. Guys want to know more about how to get dates, and will look to Kyle for help.

As a leader, you've got to **stock** your leadership super-power arsenal.

The stronger your super-powers are, the more attractive to others you will be.

UNIVERSAL LEADERSHIP SUPER-POWERS

While Kyle may be good in the dating realm, there are much broader leadership super-powers that send people into a total **frenzy**.

Universal leadership super-powers are valuable because they **represent the core desires** of a wide range of people. You can put your powers to work immediately and start seeing people gravitate towards you.

Here's a list of 10 of the most valuable universal leadership super-powers that **you can master** and put to work to attract massive amounts of people:

1. A clear purpose in life.
2. A clear vision of your ideal future.
3. Responsibility for your actions.
4. The drive to succeed.
5. Courage to overcome obstacles.
6. Solving problems creatively.
7. Seeing things from another's perspective.
8. Managing your time and energy effectively.
9. Having a positive attitude.
10. Being committed and consistent.

2. BONDING WITH PEOPLE

Once you've attracted people with your leadership super-powers, you need to develop a bond with them.

Bonding occurs through a combination of:

1. People valuing the depth of your abilities.
2. Your interests in helping them get what they want.

First of all, it's not just enough to claim you have amazing abilities. You need to **demonstrate** that you can do what you say. Once people see that you are the real deal, they will value you for the value you bring.

The second part of bonding is your interests in **helping other people** get what they want.

For example, what Jeremy really wants is someone who is an expert at getting dates. Jeremy wants someone who can help him plan and accomplish his mission to find a date.

If Kyle **shows a genuine desire** to help Jeremy find a date, Kyle will get increased respect with Jeremy. Jeremy will see that Kyle cares, and Kyle will **increase his bonding and trust**.

People want to see that you are willing to endure a shared experience that will benefit them.

That's the secret to why politicians get elected.

Politicians communicate the desires of the people and reassure them that they will fight for the interests of the people.

A leader who is better at **showing value and interest** in helping people will gain more trust and have greater influence.

In politics, that means getting elected.

3. CONTROLLING THE ENVIRONMENT

The third component of Mass Influence is being able to manipulate your environment to your advantage.

Basically, environment control is determining what **conditions** will give the greatest **return on investment**, and then manipulating the environment to create the condition.

For example, if Kyle wants to get Jeremy a date, he knows he's going to have a lot more success if he talks to Jeremy first one-on-one. So he meets up with Jeremy at his apartment to discuss how to get a date.

Here, Kyle is purposefully choosing to teach Jeremy in a distraction free, but comfortable and familiar environment. Plus they're talking one-on-one so everybody doesn't have to know about Jeremy's problem.

Next, with Jeremy's permission, Kyle **picks a familiar bar** he frequents and lets a male and female friend in on the plan to get Jeremy a date. Essentially, he is planting people "in the field" that will help put the attention on Jeremy.

Next, Kyle and Jeremy go to the bar. Using Kyle's top-secret date-getting technique, and with the help of some **carefully positioned** friends, Jeremy is able to get a date.

Kyle is using the power of positioning the environment to his leadership advantage. By molding the environment, Kyle is able to create more favorable conditions for Jeremy to get a date.

Great leaders create **environments that are conducive** to accomplishing their goals.

As a result, great leaders are able to use the environment to their advantage to boost their success potential.

4. PERIPHERAL INFLUENCE PAYOUT

The last component of Mass Influence is the **peripheral influence payout**.

Basically, leadership super-powers, bonding, and controlling the environment are all immediate ways you can influence people.

Peripheral influence is influence a leader gains outside of the immediate intended influence.

For instance, let's say that Kyle teaches Jeremy how to get a date, and Jeremy goes out and **actually gets a date**.

Jeremy's friends say "Woah! Go Jeremy! What's the deal? How'd you get a date?"

Jeremy says, "I learned some cool stuff from Kyle."

Now, even though Kyle never taught the other guys how to get a date, they now see Kyle's super-powers and are **fascinated** with his date-getting techniques.

Suddenly, Kyle finds himself swarmed with a bunch of dudes who want him to teach them how to get dates.

Kyle has become their **leader**.

The **more value** you provide to people, the higher your potential peripheral influence payout is.

The coolest thing about peripheral influence is that you don't even have to do anything to get it.

As long as you are concentrated on giving massive value to the people in your immediate surroundings, the peripheral influence will take care of itself.

Not a bad deal, if you ask me.

MASS INFLUENCE MASTERY

The secret to mastering Mass Influence Leadership is to **PREPARE**.

Your success as a leader is happens through constant development of skills and careful planning.

First, plan what your leadership super-powers are. What do you have that other people want? What could you get that other people want?

Second, plan who you're going to bond with and how you're going to bond. What are you going to help the other person accomplish?

Third, plan how you're going to use the environment to your advantage. What can you do to your environment to achieve greater success?

If you put the first three components of Mass Influence to work, your efforts will be rewarded in multiples with peripheral influence.

That is the Mass Influence blueprint to influencing massive amounts of people to achieve your leadership goals.

Please use this information responsibly, and stay tuned for more cool stuff coming your way.

Talk soon,

Jered