

I.M.P.A.C.T. SELLING MODEL


Influence and Move People to Act, Commit, and Trust.

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Influence (Leadership)

“Leadership is influence, nothing more and nothing less.”

— John Maxwell


1. Identify your value proposition to best position yourself as a social media influencer (though leader). e.g., How do you or your idea provide value?
 2. Share only relevant information to influence your target audience to support you, your idea or cause.
 3. Educate and encourage your ideal target audience on the benefits of supporting and following you.
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Move (Heart/Emotion)

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— Maya Angelou


1. Use tone of voice to emotionally move and connect with the hearts of your target audience.
 2. Use vocabulary words and terms that relates with your target audience.
 3. Share relevant stories that evokes emotion.
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People (Values and Needs)

“Leadership must first and foremost meet the needs of others.”

— Robert K. Greenleaf


1. Identify values and needs of the target audience that you want to follow you.
 2. Make mention and acknowledge that you understand the need.
 3. Share how you will support their values and needs.
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Act (Move Forward)

“If everyone is moving forward together, then success takes care of itself.”

— Henry Ford


1. Share the next steps of engagement and how you would like to move forward with the support of your target audience.
 2. Share the importance and benefits of moving forward with following you.
 3. Make mention of methods of communication.
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Commit (Offering)

“Commitment is what transforms a promise into reality.”

— Abraham Lincoln

1. To gain support, what commitments will you make to your target audience?
 2. Share any current offers that you may have.
 3. Let them know of any future offers.
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Trust (Relationship)

“Trust takes years to build, seconds to break, and forever to repair.”

— Dhar Mann, American Entrepreneur, and Film Producer

1. Share with your target audience on why they should trust you and your ideas.
 2. Provide supporting facts, data and evidence that provides trust.
 3. Make mention of any experience that you have that supports your position.
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