



Launch Like a Boss

HOMework 3.4

**LEVERAGING
INFLUENCE**

LAUNCH LIKE A BOSS

Module 3 | Visibility & Leads

HOMEWORK 3.4 LEVERAGING INFLUENCE

- ❑ Decide which type of leveraged influence you would like to focus on pursuing.
- ❑ Determine:
 - >> WHO would be a desirable guest/partner?
 - >> What can you DO to become desirable and make other people want to collaborate with you?
 - >> Research: create a list of who you will pitch.
- ❑ Brainstorm content ideas.
 - >> *Remember, these need to be unique, helpful, interesting, suited to the audience, and strategic for your launch.*
- ❑ Draft your pitch.
 - >> Pitch 5X as many people as you hope to collaborate with.