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Influencing Like Jesus: 15 Biblical Principles of Persuasion

Michael Zigarelli

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God Wants You to Be an Influencer.

From the classroom to the courtroom to the boardroom to your kid's room, ***Influencing Like Jesus*** will show you how to be significantly more persuasive. Drawing from the timeless lessons of the world's greatest influencer, Dr. Michael Zigarelli presents fifteen positive ways to open people's eyes and change their minds, even when they're highly resistant to change.

Come explore the many biblical principles of persuasion, including: Pray for Change, Know Your Audience, Connect through Similarity, Tell a Story, and Build a Coalition. You'll also learn about five key traits of a godly influencer: Be Authentic, Be Compassionate, Be Honest, Be Excellent, and Be Gentle.

Whether you're called to be an influencer at home, at work, at school, or anywhere else, you can do more than make an argument. You can make a difference!

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