



The Influence Game: 50 Insider Tactics from the Washington D.C. Lobbying World that Will Get You to Yes

Stephanie Vance

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Get what you want, every time!

Imagine a world where you are offered every job you seek; every business venture you undertake is successful; and every potential customer you approach buys your product. Now imagine that all of this can be achieved—ethically and honestly. All you need is the help of one battle-tested guide, *The Influence Game*. Former Washington, D.C. lobbyist Stephanie Vance dispenses everything she's learned about effective (and, believe it or not, honest) persuasion. Learn how to apply this power to any situation by using D.C. insider influence strategies and applying a step-by-step, easy-to-understand process for success.

- Learn how to develop and articulate effective goals
- Structure both long and short-term persuasion efforts
- Identify and research primary and secondary audiences
- Crafting those all important personal stories

Stephanie Vance has seen the influence game from every angle. Follow her lead to get past being heard to the real goal of being agreed with.

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