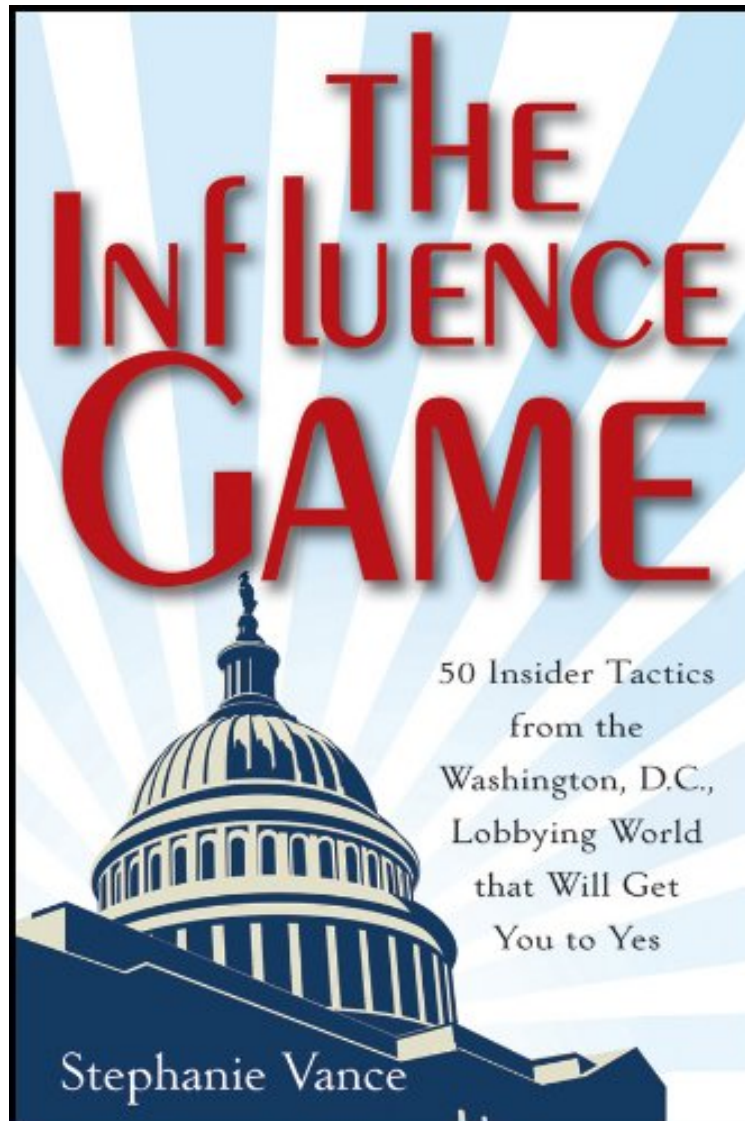


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## The Influence Game: 50 Insider Tactics from the Washington D.C. Lobbying World that Will Get You to Yes

*Stephanie Vance*

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**Stephanie Vance : The Influence Game: 50 Insider Tactics from the Washington D.C. Lobbying World that Will Get You to Yes** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Influence Game: 50 Insider Tactics from the Washington D.C. Lobbying World that Will Get You to Yes:

0 of 0 people found the following review helpful. Stephanie Vance Tells How to Win Friends and Influence People By reuven tl I can recommend this book in the highest terms. I can also say that anyone who follows her techniques and

puts in the work to prepare his/her case and arguments according to her recommendations stands a very great chance of success. Those of us activists enmeshed in the policy minutiae of our particular areas but not so adept at the "selling" and "public-relations" aspects of persuading a decision-maker can learn a lot from this book. Stephanie Vance brings a wealth of lobbying experience to this, her most recent book. She works as a lobbyist, and she has also worked for legislators, dealing with lobbyists. Her book is clear, concise, illustrated with stories from her own and other' experience, and very readable. She never minimizes the importance of having detailed knowledge of your subject matter, your legislator, or your opponent(s). Nor does she give a list of winning "tips" that, if used, will automatically be successful. Rather, she explains the basic elements of salesmanship, explains how they apply to public policy advocacy, and then gives a sort of running checklist of basic standard strategy and tactics that can be applied to almost any advocacy situation. Interspersed, she also gives a checklist on strategies to deal with particular or especially challenging situations, as well as complex or longer-lasting advocacy challenges. An absolutely outstanding book, worth far more than the purchase price. Advocacy is neither an easy nor a rote type of job. But in this book, Vance tells you EVERYTHING and more you need to know to succeed. Anyone putting in the time to read the book, to prepare his/her case according to her guidelines, and to think through his/her arguments will have an excellent chance of success. 0 of 0 people found the following review helpful. Influence in DC, in life By Katherine Means Stephanie's book takes interesting, insider DC stories to offer lessons in influence. What can work for DC advocates can work for everyday life -- influence at work, at the car dealership, with the kids. Her tactics for getting what you want recognize the realities of honesty, passion, hard work, perseverance, collaboration, and more. It's an easy, fun read. With all the negative news/impressions of influence, it's refreshing to see the positive, effective side of advocacy. 0 of 0 people found the following review helpful. Highly recommend this book By Scott Giacoppo Untangle the web of confusion that comes with trying to make a difference through the legislative process. Highly recommend this book!

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.

"The Influence Game will show you how to advocate for any need, whether it is legislation, a financial appropriation, or just a raise for yourself. I found *The Influence Game* to be immediately applicable to my work as a fundraiser." -- Katherine Wertheim, CFRE, Wertheim-It "You don't have to be a Washington insider to use the author's 50 tactics to get something done. Weaving stories from her own Capitol Hill experience, Stephanie makes keen observations about the way the world works resulting in a thorough and thoughtful treatment of an important topic." -- Frank H. Mackaman, Staff Member, The Dirksen Congressional Center and former Director, Gerald R. Ford Library and Museum. "The Influence Game is both entertaining and informative, and I would recommend it to anyone who wants to get other people to say 'yes'!" -- Avish Parashar, Professional Speaker and author of *Say 'Yes And!'* and *Improvise to Success*. "This book is all about using your power of influence. My Uncle Roy is all about being under the influence. Don't be like Uncle Roy - read this book." -- Dale Irvin, The Professional Summarizer "As a longtime Washington, D.C.-insider, Stephanie Vance knows the influence game inside and out. This book is a must-read for any business, political or community leader who wants to get to 'yes' with the tried and true persuasion tactics used by those in the influence capital of the world." -- Michael Markarian, chief program and policy officer for The Humane Society of the United States, and president of the Humane Society Legislative Fund From the Inside Flap 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 along with a step-by-step, easy-to-understand process for success. The selling of ideas requires a subtle and psychological approach in order to convince others that you have the best solution to a perceived problem. Learn how to employ the principles of influence to get what you want, for yourself or your clients. *The Influence Game* shares 50 forthright tactics that have successfully moved America's notoriously inert Congress to action. This book will help you better understand proven strategies that will get you to "yes," including how to: Develop and articulate effective goals Structure both long- and short-term persuasion efforts Cultivate the right people to help make your case Find the information and

expertise you'll need Craft those important personal stories and winning messages Use tenacity and persistence to persuade, not annoy Stephanie Vance has seen the influence game from every angle. Follow her lead to get past being heard to the real goal of being told "yes." From the Back Cover Praise For The Influence Game "Few people know how to win the D.C. influence game, and even fewer will show the rest of us how to use these strategies in the real world. This is a must-read for anyone who persuades, influences, or negotiates for a living—or even just for fun." —Dave Wenhold, former President of the American League of Lobbyists and founder, Miller/Wenhold Capitol Strategies "Got influence? Washington, D.C.-insider Stephanie Vance reveals surprisingly ethical strategies used by lobbyists and special interest groups who want to be heard on Capitol Hill. Better yet, these tactics work in a variety of situations—closing deals, increasing sales, and negotiating agreements. Want to know how to turn a 'no' into a 'yes'? Buy this book, and read it and reap!" —Sam Horn, Intrigue Expert and author of POP!: Create the Perfect Pitch, Title, and Tagline for Anything and Eyebrow Test "The Influence Game teaches how to move forward while staying true to your convictions and principles. This book will put 'Stephanie Power' in your corner for your own goals." —Dr. F. Christopher Arterton, founding Dean of George Washington University's Graduate School of Political Management and Professor of Political Management "The Influence Game provides practical proven techniques to advance your interests in D.C. and beyond. Advice for outsiders from an insider who has been there on both sides of the table." —Congressman Earl Blumenauer (D-Oregon)