



GET REAL PROJECT in partnership with TrustedAdvisor

FREE WEBINAR

How to Influence a Skeptical Audience in Three Simple Steps

Hosted by: *Andrea P. Howe*

May 11 | 11AM EDT

Thank you for your interest in our May 11th webinar, *“How to Influence a Skeptical Audience in Three Simple Steps.”* For those who were able to join, I hope you enjoyed the experience. In case you missed it, or if you want to review the content, here are links to the [recording](#) and [presentation slides](#). The upcoming schedule of free webinars and recordings of past webinars can be found [here](#).

As a special thank you for registering, we're offering a 20% discount to the first 30 people who purchase the *Trust-building Essentials* online course. Explore *Trust-building Essentials* and all our online courses at [Trusted Advisor Academy](#). Enter the coupon code **influence** at checkout to receive the discount.

Here are some resources to complement the webinar content:

- Delve deeper into Self-orientation in this blog: [The S Trap: Is Self-orientation Destroying Your Trustworthiness?](#)
- Read more about the Steve Jobs story in this blog: [An unexpected way to disarm your opponent](#)
- More on newsperson Dan Harris' approach: [A lesson from a skeptic on influencing skeptics](#)
- An oldie but goodie article from Charlie Green: [Objections are not your enemy](#)
- Visit Andrea Howe's website for The Get Real Project to view [Weekly Tips](#) on today's content (and much more).

Feel free to share these resources with your colleagues and friends, and call or email us directly at any time.

I look forward to “seeing” you on our next webinar on June 8th: [Keeping Trust Relationships Alive](#).

Best wishes,

A handwritten signature in black ink, appearing to read 'Noelle Mykolenko', written in a cursive style.

Noelle Mykolenko

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