

#3 – I'M INFLUENTIAL

1) What is an Influencer

- **A worldly influencer:** *“An individual who has the power to affect purchase decisions of others because of their authority, knowledge or relationship with their audience on social media platform.”*
- **A Christian influencer:** *“One conversation, one word of encouragement, one expression of love that might change someone’s life”*

2) Shift how we think about influence - Salt & Light

- Reclaim the word—Influencer (2 x Metaphors) Matt 5:13-14
 - You are the Salt of the earth
 - You are the Light of the World
- **The problem with current view of influence—Starts with platform**
 - The way you look (mojo) on the platform is important – **wrong**
 - The size of your platform determines your influence – **wrong**
 - You need to be on the stage to influence others – **wrong**
- **True and Lasting Influence always starts with...People**
 - **People before Platform**
 - Whether you aware of it or not – You are an INFLUENCER
 - **Influence** isn't always **Obvious**, Influence isn't always **Instant**
 - Just because you don't see the harvest, doesn't mean the seed didn't take root

**One conversation, one word of encouragement,
one expression of love might change someone's life.
You are INFLUENTIAL!**

3) Woman who Influenced others

a) Mary Anoints Jesus Head & Feet

Jhn 12, Matt 26, Mrk 14

b) Samaritan Woman

4) Conclusion

- Who did God use?—Not an Instagram star—Not a Celebrity
- **Unnamed Samaritan Woman** whose—Searching love all wrong places
- Don't have to have your life altogether to influence someone for Jesus