

Emeka Anslem



**THE FORCE OF  
INFLUENCE**

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**JUST BEFORE WE BEGIN...**

Never mind, let's begin!

WHAT WOULD YOU SAY IF I ASKED...

# WHAT IS INFLUENCE?

There are certain services I used to pay money for, but now, influence does the payment. I used to make the calls, but now, they call me to ask when I'd be ready to do the next one. I've heard testimonies of highly skilled individuals who don't apply for jobs, yet, organizations won't allow them to rest. They get job offers on a daily basis, while many others walk from street to street looking for the same job. That's the power of influence!

## **BUT REALLY, WHAT IS INFLUENCE?**

It's the power to affect, control or manipulate something or someone. It's also the ability to change the development of fluctuating things such as conduct, thoughts or decisions.

If people are not thinking of helping you, then you don't have an influence over them. While you work hard to build a strong CV, work harder to build a strong influence. A strong CV without a strong influence won't get you a job.

## **HOW TO GROW INFLUENCE**

While influence may have a physical effect, its power is mostly generated from the spirit. I heard a testimony of a lady who started her Data Analysis career with the Nigerian

government. Because of the skillfulness she applied to her work, she started receiving job offers from international bodies. As at the time of sharing this testimony, she had worked with Microsoft, and afterwards she moved to "COD for Africa". Great schools like Harvard University started calling and sending her mails, inviting her to teach them how she does her Data Analysis. Humorously, going to Harvard to do a Master's degree program had always been a dream for her. I guess influence made her dream come true. But behind the scene was her liberality. She had regular budgets to meet the needs of people. At one time, she gave out what she had until she practically had nothing for herself. I listened to her during an interview, and I could tell that the influence she presently commands isn't just a product of her present skill, but her spiritual skills.

Her testimony isn't so different from that of Job, the greatest business man in his time. He probably didn't have the best physical business skill, but his spiritual skill made him the best. While others were deploying marketers, he was eyes to the blind. While others were paying bribes to get projects, he was defending the widowed. That's how he became more influential. There are better data analysts than that lady, but the likes of Microsoft and Harvard will still prefer her, not necessarily because she's the best, but because there's something working for her behind the scene.

A man shared a testimony of how he went for an interview; as soon as he entered the company, a manager worked up to him and took him straight to his office to discuss his employment. Meanwhile, many others were waiting at the reception for the same



interview. According to him, it was as if they were waiting for him. While others were waiting for them, they were waiting for him to give him the job. But behind the scene, he spent long hours praying to God for favour. The manager who called him into his office was simply influenced by the favour he carried.

### ***Let me talk to pastors a little bit;***

Evangelism and preaching alone won't draw people to your church. You need divine presence, daily revelation, faith, prayer, power, miracles, signs & wonders, and liberality. Jesus said ***"If I be lifted, I will draw men"***. In other words, if you want to draw men to your church, lift Him. We'd see a clear example of this in Matthew 13:58; the bible says, ***"He could not do many miracles in His hometown because of their unbelief"***. In other

words, His ministry couldn't experience the expected growth because He didn't have the liberty to lift Himself to His fullest potential. The manifestation of the fullness of Jesus will definitely cause an outbreak in the church. We'd see many episodes in scriptures on how multitudes gathered around Him to hear the word and receive healing. Note again, it was not His evangelism or teachings that brought the multitude, it was signs and wonders. He met a woman in Solomon's porch and told her the history of her life; that singular act made the woman invite multitudes to meet Him. Anytime He performed a miracle, the result was an influx of multitudes coming to Him. At a point, someone had to pass through the roof just to gain entrance to where He was ministering. That's the power of influence! He had such a strong influence over the people that they began to have faith in Him. Some of them followed Him because

they believed He could solve their problems, even if they were problems He had never solved. The woman with the issue of blood kept speaking in her heart that if she could touch the hem of His garment, she'd be healed. Jesus had so much influence on her that made her believe touching His garment would heal her. This influence made Peter to abandon his professional fishing career to work with Jesus. I don't do much of public speaking, but the influence of my writing on certain people make inviting me to speak irresistible. Even when I tell some of them that I'm not a public speaker, they tell me to just read my write-ups once I mount the podium. That's the power of influence!

Jesus passed on the same principle to His disciples in Mark chapter 16. Let's see how the bible puts it:

Mark 16:

***17. And these signs shall follow them that believe; In my name shall they cast out devils; they shall speak with new tongues;***

***18. They shall take up serpents; and if they drink any deadly thing, it shall not hurt them; they shall lay hands on the sick, and they shall recover.***

***19. So then after the Lord had spoken unto them, he was received up into heaven, and sat on the right hand of God.***

***20. And they went forth, and preached everywhere, the Lord working with them, and confirming the word with signs following.***

Did you see that? Signs followed them. It wasn't just their preaching that increased the church, it was the signs that followed. But remember, those signs were done in the name of Jesus. This further explains that, as a

pastor, if you will focus on lifting the name of Jesus, then your church will become a city without walls. After the encounter in the upper room, multitudes gathered to hear the mighty words that came out of the mouth of the apostles. And the same day, three thousand people were added to the church. They were so influenced by the presence of the Holy Spirit inside the disciples that they were convicted to join the church. However, if you check the mission of the Holy Spirit, it's to glorify Jesus. Any pastor who desires to grow a church must be able to ask this potent question at all times, "what would Jesus do?". It's His church, and it's only when you let Him build it that the gates of hell will not prevail against it.

Among many others, the following keys which I learnt from ***Apostle Joshua Selman*** should be considered to grow influence:

## 1. THE DEMANDS YOU MEET

The growth of your influence on people is largely proportional to the demands you meet. Don't ever try to render a service of which the demand for it is low. For instance, a church that constantly performs miracles will definitely have a great influence on the people around them; and that's because there is a great demand for miracles. If you check the statistics, the day a church experiences a larger attendance is usually when they host their special healing or miracle service. Besides miracle services, any special marriage programs will always attract multitudes. Don't get me wrong; I'm not saying you should host these programs; rather, I'm trying to explain the fact that you'd definitely influence more people when the demands you're meeting is increasingly recurring among the people. Imagine hosting

a marriage seminar in a community where the people need healing; you should be able to project what the turn out will be like. And if the turnout is low, your influence on the people will be low.

Jesus was always meeting the healing demands of the people. The bible says He went about doing good and healing all that were oppressed of the devil. If you read through the scriptures, you'd discover that the people who came to Him for healing were far more than those who came for other challenges. Even till this day, the people who go to church for healing are always far more than those who go to church for other miracles.

It's okay to stock your boutique with expensive clothes; but make sure there is a

demand for them. You'd never gain influence selling expensive clothes in a community where they prefer to buy cheap clothes. I've seen people who stock expensive clothes in their stores for months without a single sale, while many who sell cheap ones make tremendous sales and get an equivalent profit within the same period. When it comes to growing influence, you must consider demands first before you consider quality. While quality may be good, some people would still prefer quantity. If I'm to sell drinkable water on a crusade ground, I'd sell sachet water instead of bottled water. That's because, before a request will come for one bottled water, three hundred requests must have come for sachet water.

As a writer, whenever the response to what you've written is low, it means the demand for what you wrote is low. This is why I



consciously ask the Holy Spirit if there is a demand for whatever I write before I release them. The higher the demand for what you do, the more influential you're likely going to become. But you also need to be careful, because the moment you drift away to things that have lesser demands, then your influence on people will start reducing. It's like making withdrawal in a bank and still expect the money you withdrew to be in your account. Your account balance will reduce, and it won't increase until you make a deposit.

Pastors should learn how to meet the spiritual and material demands of their members. Take time out to listen to them and attend to their needs. Some people believe that the only way faith will work is if a man intervenes; and no matter how much you preach, you can't change their mind. Those

kind of people won't hesitate to leave the church when their needs are not met according to their belief. After praying for certain believers for healing, they'd still want you to take them for medical attention. Prayer alone may send such believers away from church forever.

Don't go to school to study a course that there's no demand for. Starting a business or rendering a service that there's no demand for won't grow your influence; instead, it may wreck your destiny. Don't get me wrong; if you have the passion and vision to grow the demand for your product or service, then you can drive it. Do adverts and engage in various means of publicity; your passion will work things out for you. There are many new products in the market that are currently competing with products that have been in the market for decades. Passion and vision

can increase the demand for any product or service.

## **2. DEVELOP SKILL**

Some people offer services that have very high demand in the market, but they lack the skill required to meet those demands.

Do you have an ability for what you do, or are you just doing it because you have a desire for it? If you sell food and nobody comes to your canteen to eat, then it means you lack skill. Food is something everybody can't do without; and if all you get in a whole day are ten customers, then you lack skill. As a writer, how many people read and acknowledge your write-ups? You can't write a powerful message and all you get is "10 likes" in 24 hours; it means you lack the skill required to get people to like what you've written. Talent

is not enough; you need skill to meet the demands for your talent.

As a pastor, your teachings should compel more people to come to church. If it doesn't happen that way, then you probably lack skill. In Acts 13:44, after Paul had preached in the synagogue, the bible says, "***And the next Sabbath day came almost the whole city together to hear the word of God***". Almost the whole city came back to church hoping to hear Paul preach again. Some pastors have great revelations and passion to preach, but they lack the skill required to relate it to their audience. That's why a message that should bless an individual may eventually annoy that individual. Skillful teachings will definitely relate the right understanding; and if the understanding is right, your expected miracle will be established.

Stop waiting for the day that things will get better; acquire skill and make things better. That's what skill does; it makes things better. Skill makes you use your gift better, it makes you render services better. If you think you're not doing something well, then what you need to do is acquire skill.

### **3. THE DIFFICULTY IN REPLACING YOU**

The third thing that must be considered to grow influence is the difficulty in replacing you. The demand for what you do may be high, and you may be very skillful at what you do, but if you're replaceable, your influence on people would be little. It's just like going to a market where everybody sells the same thing and at the same price. If my audience can read the kind of things I write somewhere else, then I'd gradually begin to lose my

influence on them. I know a number of people who were following various daily devotionals, but the moment I started sending to them, they stabbed the other ones and focused on the one I send. Whenever I delay in sending, they'd send private messages saying that they've not heard from me. Why would people travel long distances to a church when there's another church nearby that can give them even more? The reason why they travel far is because of the difficulty in replacing the church. What people are looking for is result, not necessarily the person who provides the service.

If your best client finds someone who can replace you, he'd replace you without consulting you. No hard feelings, it's just the law of influence. This is why you must work at getting better at the service you provide. No

matter how good you are, there's always someone who has gone one step ahead of you. Before your clients find that person, find out what that person has that you don't have and develop it.

As a pastor, you may not be the best public speaker, but make sure your members find it impossible to replace your teachings. The moment they find a substitute to your teachings, they'd stop attending services. Some of them who really love you may continue attending, but they'd zero their mind that you can no longer impact them. And if that happens, they can't invite people to come to church with them. You may pray heaven down for church growth, but growth without impact will still diminish the growth. Prayer may grow your attendance next Sunday, but it's only impact that can bring the same set of people back the subsequent

Sunday. Remember that in Acts 13:44, the bible says, ***"On the next Sabbath day, almost the whole city gathered to hear the word of God"***. Meanwhile, on the previous Sabbath day, Peter took time to teach them deep things from the word of God. That's why they came back, and even invited others.

Asides teaching the word, you also need to meet member's demands; whether material or spiritual. No matter how intense you teach, there are some members who will still need personal interventions. They feel loved only when you personally intervene in their matters. When these kind of people finds someone who attends to their needs better than you do, they'd leave.



I trust you've been blessed by this little e-book. If you desire personal counseling, please do not hesitate to contact me through any of my social media platforms. God bless you, and I joyfully await your testimonies!

- PUTTING GRACE UNDER PRESSURE
- HOW TO RECEIVE YOUR DESIRED  
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  - COLOR IN WILDERNESS
  - THE BAIL OUT PLAN
  - WHERE ARE THE YOUTHS?
- HE BLESSES OUR BREAD AND WATER
  - WHERE THERE IS NO VISION
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**EMEKA ANSLEM**



I am Emeka Anslem, the privileged writer of Timely Notes Daily Devotional, Founder of In-spirited Writers Training School, and President of The Solutionists. I received a divine call to be a teacher in April 2013, with an assignment to "Add value to lives by bringing knowledge to the people". By His grace, I've committed my life to this assignment, and I'm always willing to add value to lives.

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