

Becoming an Influencer - You Have Influence

An influencer is “an individual who has the power to affect purchase decisions of others because of their authority, knowledge or relationship with their audience.”

“You are the salt of the earth...” “You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven. **Matthew 5:13-16 NIV**

The woman was surprised, for Jews refuse to have anything to do with Samaritans. She said to Jesus, “You are a Jew, and I am a Samaritan woman. Why are you asking me for a drink?” Jesus replied, “If you only knew the gift God has for you and who you are speaking to, you would ask me, and I would give you living water.” **John 4:9-10 NLT**

Jesus replied, “Anyone who drinks this water will soon become thirsty again. But those who drink the water I give will never be thirsty again.” **John 4:13-14 NLT**

“Go and get your husband,” Jesus told her. “I don’t have a husband,” the woman replied. Jesus said, “You’re right! You don’t have a husband—for you have had five husbands, and you aren’t even married to the man you’re living with now. You certainly spoke the truth!” “Sir,” the woman said, “you must be a prophet.” **John 4:16-19 NLT**

The woman left her water jar beside the well and ran back to the village, telling everyone, “Come and see a man who told me everything I ever did! Could he possibly be the Messiah?” So the people came streaming from the village to see him. **John 4:28-30 NLT**

Many Samaritans from the village believed in Jesus because the woman had said, “He told me everything I ever did!” When they came out to see him, they begged him to stay in their village. So he stayed for two days, long enough for many more to hear his message and believe. **John 4:39-41 NLT**