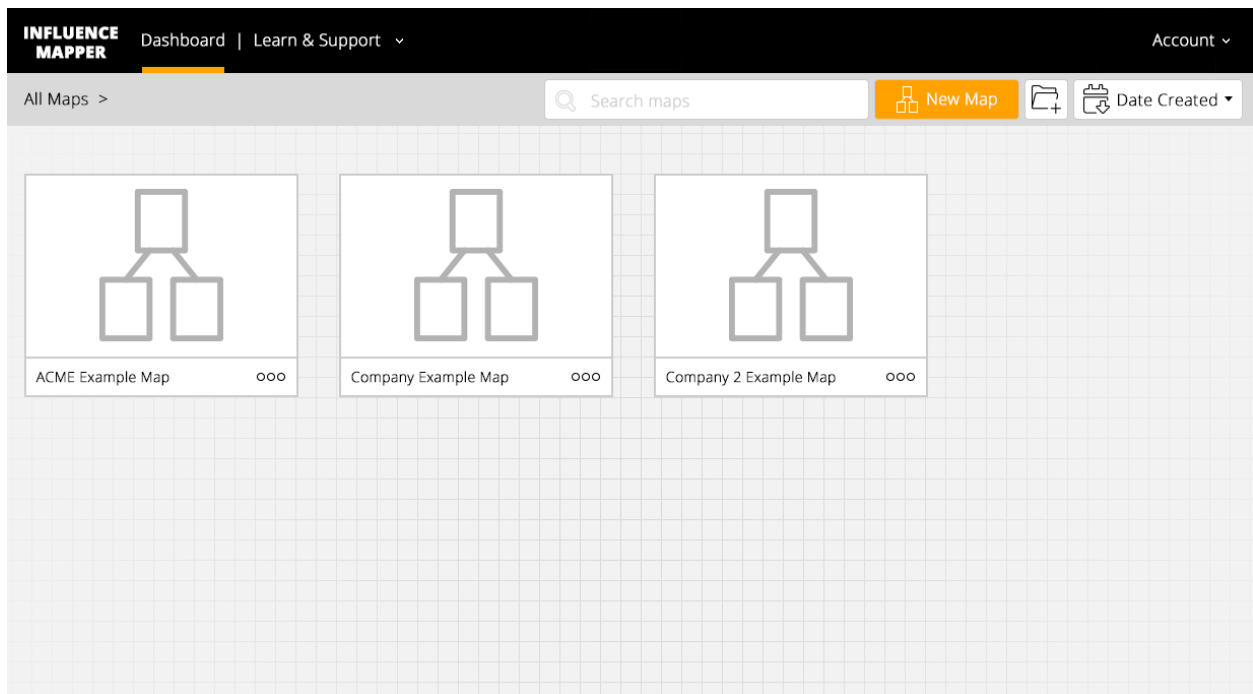# Getting Started with Influence Mapper

Here is a quick tutorial to get you up and running with Influence Mapper. We will build a simple map that will highlight the main tools and features available with the Influence Mapper.
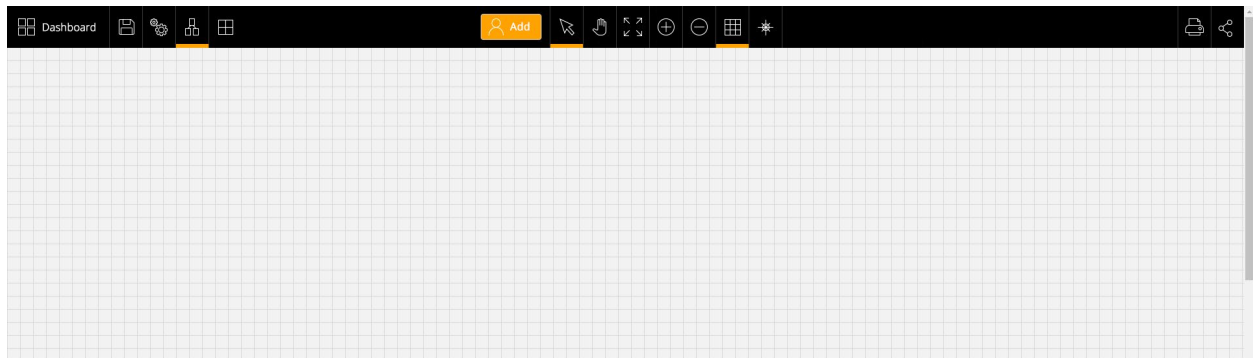
The Dashboard

Upon signing in as a guest or with an account you will end up on the dashboard. From the dashboard you can create new maps, create folders to organize your maps and duplicate, delete, move, share, and rename maps. It's also easy to search using the type ahead search feature located next to the New Map button.

To start let's create a new map by clicking on the "New Map" button located just under the main navigation bar within the page. Now let's type in a name into the popup field and click the "Create Map" button.
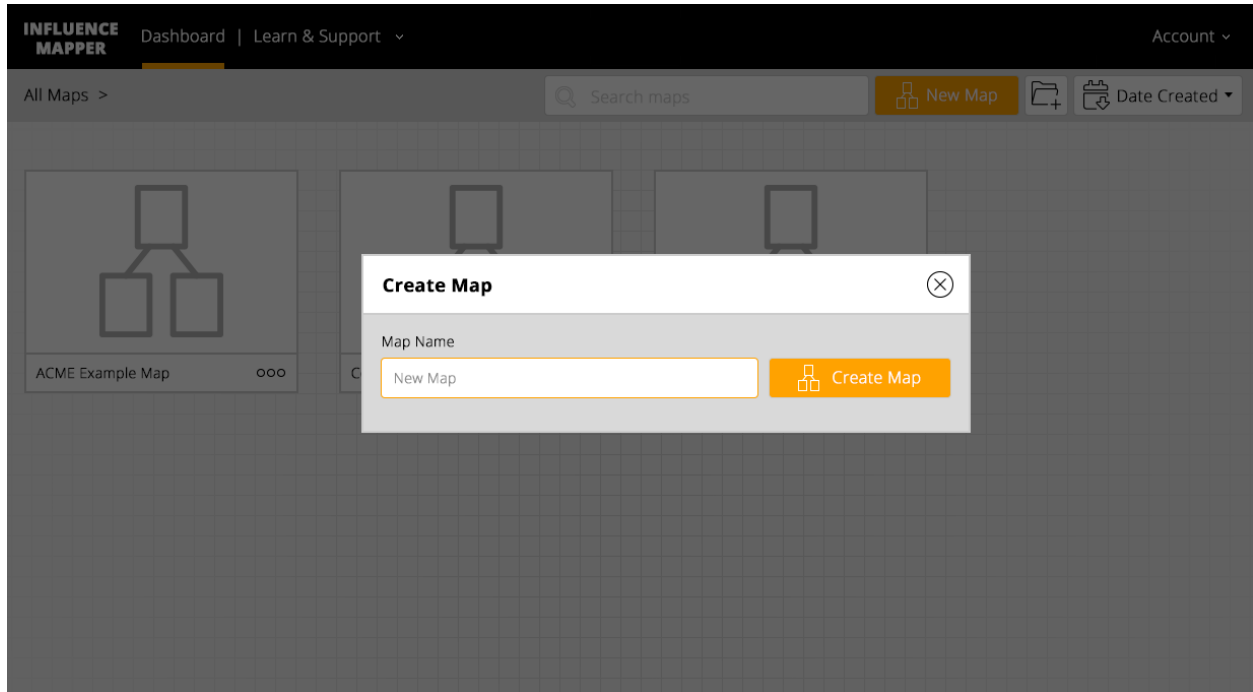
The next screen will take you to a page with a simple grid layout and a new navigation bar at the top with all the tools needed for making an influence map. Rolling over each icon will give a brief explanation and the function they perform. Let's take a moment to mention each of these new buttons and their functions.

A Quick tour of the toolbar on the map creator screen

Starting at the top left is a button to return to the dashboard where we just came from.


Next to that is a save button, to save our current progress. The save feature is only available to those who have created and signed into their active Influence Mapper account.


The evaluate button will perform a quick analysis of the maps current state and gives a report listing the following:

- Missing critical information
- Missing critical contacts
- Inconsistencies between roles, influence, and power
- Threats to your success
- Suggestions concerning additional contacts
- And overall completeness of your map
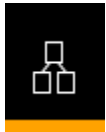
Next to the evaluate button highlighted is the tree view, which is the default view for the Influence Mapper. The tree view displays the user cards and connections that make up the map and is the only view available for creating and editing influence maps.
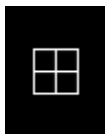
The quad view button to the right of the tree view displays all the individual icons and names based upon the buying power and friend/foe ranking. FYI the upper right-hand quadrant is a good place to have the individuals located.

The add button is how we add new individual cards to our influence map. We will get back to this button in just a moment to create our first map.

The selection tool next to the add button is that default tool for this screen. It allows for the selection and movement of the cards we add to the canvas.

To the right is the hand tool, this allows for movement of the canvas and all cards that make up the current map, allowing us to see what extends beyond the current workspace window.

The fit all button will reposition and zoom your entire map to fit all cards into the current window.

Next, are the zoom in and zoom out buttons. These will come into play more as we start creating maps that require several more cards than can fit into the displayable area.

The grid button is useful for toggling on and off the visible grid making layout of the maps easier. The last icon in the center section is the legend.

The legend will display a popup window showing all the buyer roles and types of icons and names. Very useful as it can be moved around the screen as we learn the names of each of the icons.
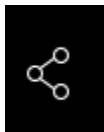
Lastly located on the right side of the tool bar is the print and share buttons. Again, though an active account with Influence Mapper will be needed to utilize these features. The benefit of the share is that no account will be needed by the users you are sharing the URL code with in order to view the map. However, users will need an account if you would like to share it for them to edit or remove anything.

Making our first card

From the top toolbar of the main map creation screen click the "Add" button. A new profile window will appear.

Fill out the name and title fields provided for the first individual to be added to the map. Next take a moment to think about how you would rate your current foe / friend status and choose a checkbox rating from -4 to 4 available. Next select a buying power for the individual the "?" next to the "0" is available if you truly don't know how to rate the current user. Next let's select an image file for the profile, this will be displayed on the front of the card once we save this popup window. Next let's select up to 3 buyer roles and buyer types if applicable for this individual. Lastly let's add any additional strategy or comments to the notes section. Click save and the new card should appear in the center of the screen.
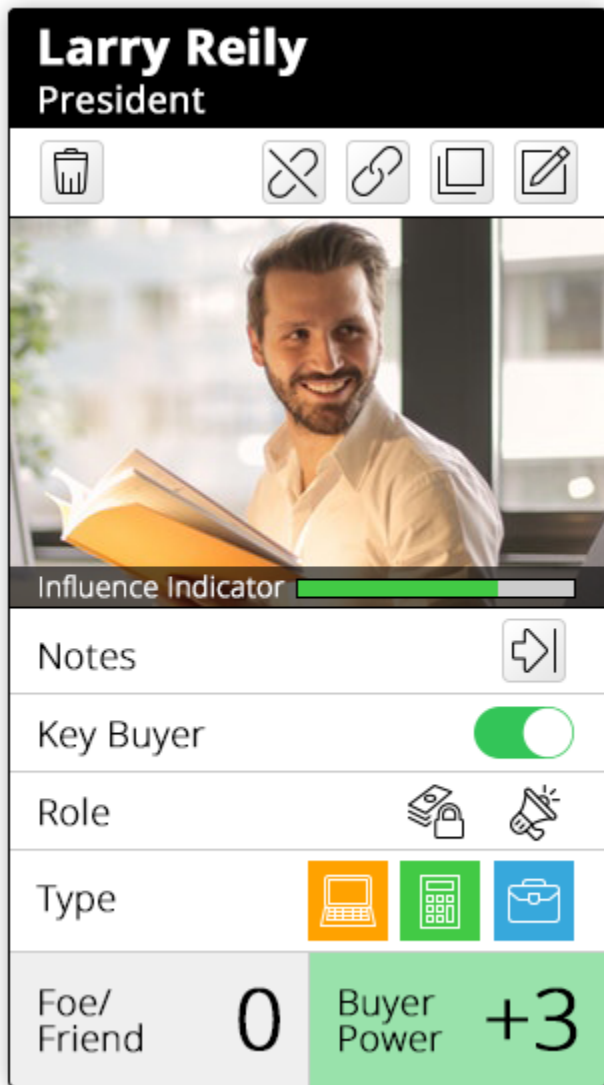
A few things should be noted from this card view. First you should see the name, title and image you selected from the edit screen popup. At the top just below the title but above the picture is another toolbar. The toolbar allows for deletion, unlinking, linking, duplication and editing of the current card.

A quick note about duplicating. This button can save a bit of time when building out your maps by quickly duplicating all the information and links made to the current card. So, if you have several individuals reporting to the same person or just share the same buyer roles or types this button can save you a bit of time.

On top of the bottom of the image is an influence indicator bar. This is determined by the selections you made from the edit screen for the card. It will display different levels of positive(green), neutral(white), or negative(red) influence you stated you have with the individual. A notes button appears below the influence indicator for quick access to the notes entered about the individual. This can be left open for easier side by side comparisons with other individuals later while using the map. Next is a toggle for Key Buyer status, simply click this toggle on or off to indicate current known status. Below that are the role and type icons chosen from the edit screen and indicators for the friend/foe and Buyer Power selections.

Go ahead and add another card to the map by clicking the "Add" button from the toolbar so we can move on to linking. Feel free to add as many additional members to the map as you know but at least two will be needed to link.

Linking Cards

Now that you have at least two cards on the workspace select a card, at this point it doesn't matter which and click the "link" icon from the card toolbar. An orange highlight should appear around the card that is currently selected then click on the link button of the card you wish to link to. A line should now appear connecting the two. Easy right? The process works the same for unlinking cards. Simply click the "unlink" icon from a card once you see the highlight around the card click the "unlink" icon from the card you wish to unlink from. The line will disappear connecting the two.
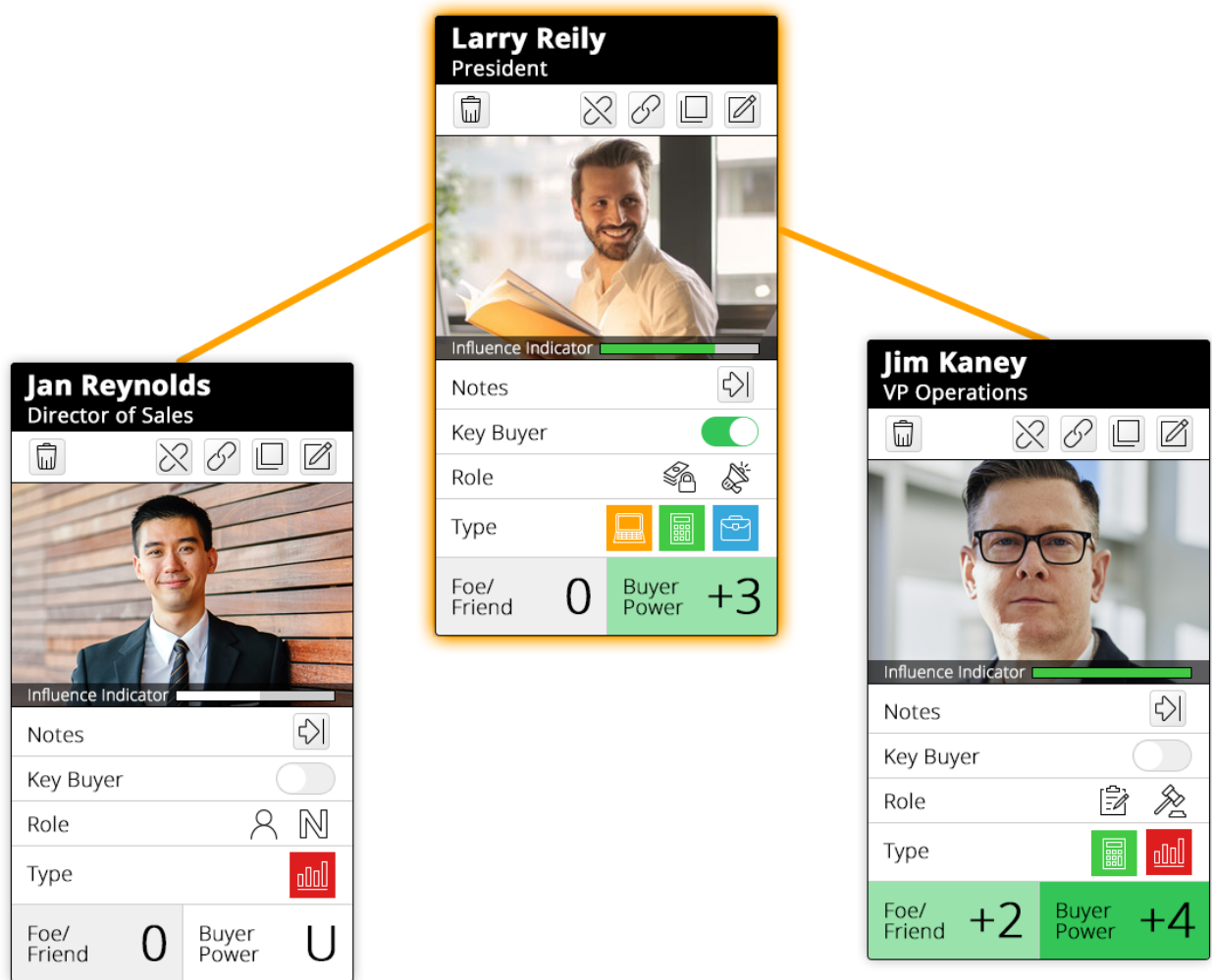
You can have as many links from a card as you wish there is no limit to the number of connections. Connections (lines) will be moved and drawn as you move cards around on the screen automatically, they will not break unless you choose to break them. And duplicating a card will not break them either keep that in mind if you decide to duplicate a card that has links to other cards, it can save you time, or create more work for you.

Making a Good Map

The process you undertake in creating the map and assigning values to the persons within the map is the true value of this software. Maps should be created, when possible, with a peer or manager to facilitate discussion about your connections with the individuals and organizations the maps represent. If one is not available, make sure you make time to share and or review it with someone later.

As best as possible be critical and detached. Be pragmatic and brutally honest with yourself. Apply critical thinking. With each value or role, you assign ask yourself:
- "Why do I believe that?"
- "What have I seen that makes me think that?"
- "Am I being honest with myself or am I blue-skying this?"

Analysis under the bright light of pragmatism can help you see more clearly the reality of the situation and will strip away the "high-gloss sheen" of your own wants and hopefulness. Not to say that you are overly optimistic (or self-delusional); it simply means that detached critical thinking will help you avoid the most common pitfalls and identify missing information before it becomes fatal.

Make use of the evaluate button as you create your map. Keep in mind that it is more of a guideline for what should be included, and some maps may not conform to all recommendations it will report.

Additional Tips

You should now be comfortable enough to continue and create your first map. Continue adding cards and linking them and moving them about the screen. Don't forget to save often and utilize the other tools from the toolbar like the zoom in and out, the hand, and the fit all button. Once you are happy with the map progress go ahead and try out the evaluate feature to see where you may need more information. The evaluate feature will report on areas of conflict in the data, weakness in your selling position, or highlight missing information. As stated above it is more of a guideline for what should be included, and some maps may not conform to all recommendations it will report.

From the dashboard make use of the create folder button. This feature will help to keep you organized as you start creating your maps and can add a splash of color as well. Due note though, folders cannot be nested inside one another so use good naming conventions and utilize the colors to help make certain folders stand out.

Good luck and we hope you enjoy using our Influence Mapper.
-Top Gun Sales Performance