

Who and What Influences You Most?

Matthew 21:23-32

The Who: There are at least four types of influencers.

Key Types of Influencers

Influencers are categorized by follower count and reach:

- **Nano**-influencers (<10k followers)
- **Micro**-influencers (10k–100k followers)
- **Macro**-influencers (100k–500k followers)
- **Mega/Celeb**-influencers (>500k followers)

What Influencers Do

- **Content** Creation
- **Shape** Opinion

Different kinds of Influence

THE QUESTION I HAVE FOR TODAY, IS WHAT INFLUENCES YOU?

The What: _____

The Who: _____

How you fill your cup will determine what spills over in your life.

Three things will make one eternally influential:

1. Knowing and sharing the **Word** of God is the way to be eternally influential.
2. Knowing and following the **Son** of God is the way to find acceptance in the presence of God.
3. Being a contributor, influencer within the body of Christ, submitting to the authority of **the Church**.