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7 Triggers to Persuasion and Captivation

HOW TO FASCINATE: Applying Your Natural Strengths of Persuasion

Fascination is an intense emotional focus. When you fascinate your audience, they stop being distracted, and become completely engrossed in your message. This is a scientifically-proven, neurological response— and it creates your greatest opportunities to persuade.

Everyone can fascinate. Our research proves it. With data from 50,000 participants, we've seen that each personality can fascinate using the 7 "triggers" of fascination to solve specific problems.

- 1. Problem:** You're not perceived as an influential leader
 - » **Solution:** Fascinate with **POWER**
 - » **First action step:** Establishing decisive opinions and beliefs to become the voice of authority
- 2. Problem:** Employees or customers feel only a lukewarm connection with you
 - » **Solution:** Fascinate with **PASSION**
 - » **First action step:** Communicate your messages with strong emotion and energy
- 3. Problem:** People aren't curious to discover your ideas and insights
 - » **Solution:** Fascinate with **MYSTIQUE**
 - » **First action step:** Carefully vet all communication, sharing only minimum necessary
- 4. Problem:** You need to increase perceived value of yourself or your products
 - » **Solution:** Fascinate with **PRESTIGE**
 - » **First action step:** Choose one specific area to dramatically increase performance and raise expectations
- 5. Problem:** People are complacent about deadlines and budgets
 - » **Solution:** Fascinate with **ALARM**
 - » **First action step:** Focus on negative consequences to accelerate urgency and drive action
- 6. Problem:** You need to develop a new competitive advantage over a bigger, established category leader
 - » **Solution:** Fascinate with **REBELLION**
 - » **First action step:** Pinpoint an established norm— then run in the other direction
- 7. Problem:** Clients and teams aren't loyal to you
 - » **Solution:** Fascinate with **TRUST**
 - » **First action step:** Repeat and reinforce patterns, eliminating chaos and uncertainty

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