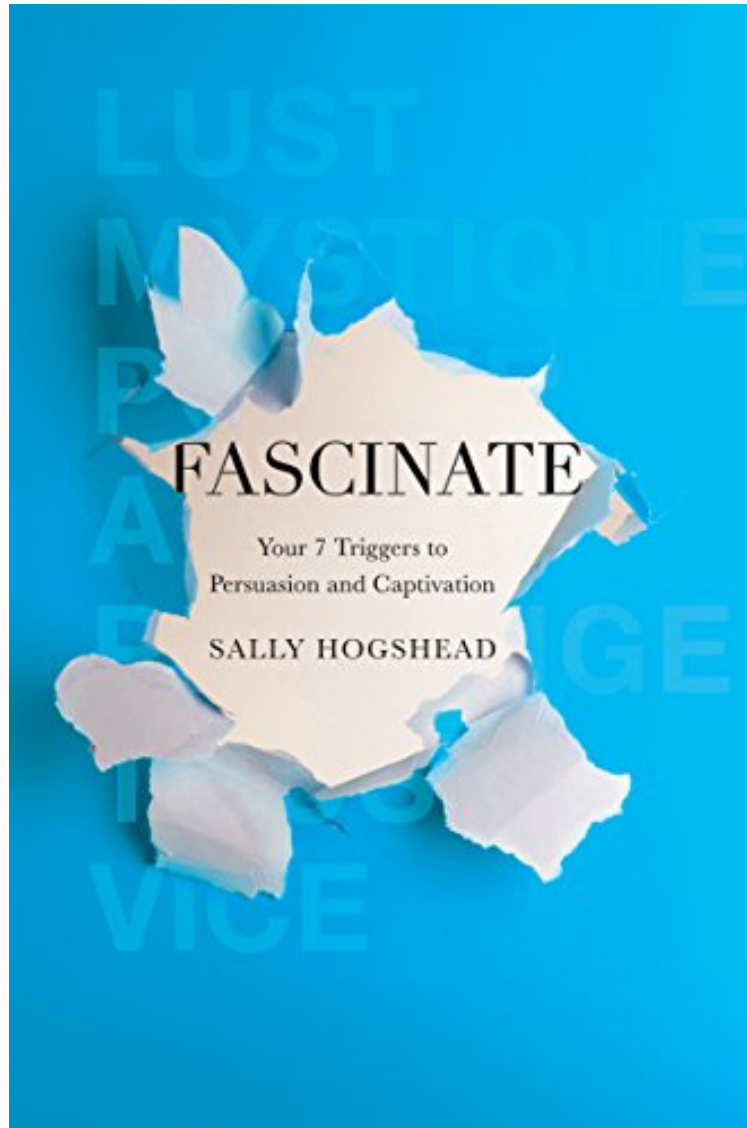


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## Fascinate: Your 7 Triggers to Persuasion and Captivation

*Sally Hogshead*

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**Sally Hogshead : Fascinate: Your 7 Triggers to Persuasion and Captivation** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fascinate: Your 7 Triggers to Persuasion and Captivation:

3 of 3 people found the following review helpful. Eager To Be Fascinated Again!By Glenn HunterEnjoyed Fascinate almost as much as Sally's presentations. Her presentation was absolutely amazing when I saw her!!! I shall return to my highlights often while planning to engage my audience more aggressively. My company has a niche-driven strategy her insight will help tremendously. I will recommend this book to my business colleagues who need to understand better their audience and market.0 of 0 people found the following review helpful. Want to thrive in the "Fascination Economy"?By SusanEach of us is fascinated by some one, some thing, or some place. We know this.

But - why? What does this person/thing/place do to tap into our psyche? Sally Hogshead's Fascinate answers these questions by introducing the reader to the seven triggers of fascination. How do prominent brands use one of more of these triggers to engage their consumers and market their products? How can each of us use these same triggers to stand out from the competition, spark conversations and create advocates? The trigger names, themselves, are fascinating: lust, mystique, alarm, prestige, power, vice, trust. (Admit it, your mental images brought a smile to your face as you read this list.) Parts I and II of the book are foundational, speaking to the need to "Fascinate" and the significance and intricacies of each trigger. (Note: Foundational does not mean boring. Sally has included interesting asides throughout the book - some insider knowledge, some provocative insights, and some "just for fun" facts.) Part III is where the magic begins. This is the work section where the reader gets to step into the discovery zone by applying these Fascination concepts to his/her own brand, product, or service. Sally describes a three stage "Fascination Plan of Attack" prompting the reader to look within for the unique, the compelling, and hellip; yes hellip; the strange and enticing. What trigger will prompt your customer to act? How does applying your primary trigger or a combination of two triggers position your brand to turn heads, provoke discussions, and motivate buyers? The risk of being fascinating (which may be completely counter to all of your previous marketing/branding practices) may be overwhelming. But Sally shows us the reward that "fascination" works. Take a read of this book, swallow, and then apply the concepts to your own messages and brand. It's about the way you inspire others to act. It's about living in the "Fascination Economy".

1 of 1 people found the following review helpful. Fascinated by Fascinate By Kindle Customer I've read Sally Hogshead's FASCINATE twice in the last 12 hours. The first time through it was for the joy of it. Sally Hogshead is a bright, witty woman who delivers with a personal style that I find very appealing. I did read with a highlighter in my hand, which is my habit when I'm reading books that concern my craft. And 7 triggers that persuade and captivate are certainly seven things I'm 'fascinated' about. My second reading was just as enjoyable as the first, but this time I was in learning mode, really studying the examples and explanations she offers. While I understood the basic psychology of the majority of her triggers; I didn't fully understand, or sometimes even recognize, their origin. Or their primacy. Lust. Mystique. Alarm. Prestige. Power. Vice. Trust. The seven things that trigger humans to act or react. They are being used to fascinate you all day every day. But more important is how are you using them to fascinate others with your brand? Read the book! Do the exercises at the end relative to yourself or your brand. You'll be amazed at the power contained in these 250 pages.

A newly revised and updated edition of the influential guide that explores one of the most powerful ways to attract attention and influence behavior - fascination - and how businesses, products, and ideas can become irresistible to consumers. In an oversaturated culture defined by limited time and focus, how do we draw attention to our messages, our ideas, and our products when we only have seconds to compete? Award-winning consultant and speaker Sally Hogshead turned to a wide realm of disciplines, including neurobiology, psychology, and evolutionary anthropology. She began to see specific and interesting patterns that all centered on one element: fascination. Fascination is the most powerful way to capture an audience and influence behavior. This essential book examines the principles behind fascination and explores how those insights can be put to use to sway:

- Which brand of frozen peas you pick in the case
- Which city, neighborhood, and house you choose
- Which profession and company you join
- Where you go on vacation
- Which book you buy off the shelf

Structured around the seven languages of fascination Hogshead has studied and developed - power, passion, innovation, alarm, mystique, prestige, and alert - Fascinate explores how anyone can use these triggers to make products, messages, and services more fascinating - and more successful.

From Publishers Weekly Brand executive Hogshead (Radical Careering) argues that exploiting certain "triggers" can boost relationships with customers, employees, and friends. Fascination is ultimately an instinctive drive that catalyzes countless behaviors, including purchasing decisions. Outlining seven triggers which "bring meaning to all types of otherwise meaningless scenarios," the author reveals how powerful brands like FedEx, Walt Disney World Theme Park and W Hotels combine such triggers as lust, power, mystique, and trust in different proportions to reel in consumers or reinforce messaging. Despite an uneven start, this slight but practical work packs a big punch. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Whenever your message hasn't reached a customer, peer over at Sally Hogshead's collection of stories and directives, replete with more illuminating, original, and doable ideas than you can handle in a lifetime. Okay, two lifetimes." From the Back Cover

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fascination. Fascination is the most powerful way to capture an audience and influence behavior. This essential book examines the principles behind fascination and explores how those insights can be put to use to sway: Which brand of frozen peas you pick in the case; Which city, neighborhood, and house you choose; Which profession and company you join; Where you go on vacation; Which book you buy off the shelf. Structured around the seven languages of fascination Hogshead has studied and developed—power, passion, innovation, alarm, mystique, prestige, and alertness—Fascination explores how anyone can use these triggers to make products, messages, and services more fascinating—and more successful.