

The Fascination Plan of Attack

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Inspired from Part 3 of Fascinate: Your 7 Triggers to
Persuasion and Captivation

(<http://www.sallyhogshead.com>)

Stage 1: Evaluation

How fascinating are your company
and message?

Do you provoke strong and immediate reactions?

- List the reactions, both positive and negative, that you provoke.

Do you create advocates?

- Can you create ambassadors?
- How do you reward them, inspire them, and support their communication with you, and with one another?

Do you embody specific core values?

- Do you represent such a distinct point of view that you can stand as a symbol for certain values?
- What's one essential quality without which your brand will not survive?
- What core values is your brand so committed to that it would be willing to go out of business before sacrificing them?

Are you a “cultural shorthand” for a specific set of actions or values?

- How do customers use your product or message to tell the world about themselves and their point of view?

Do you incite conversation?

- What opportunities do you create for people to connect with one another?

Do you force competitors to realign around you?

- How could you communicate so distinctively that your innovations turn into your consumers' expectations?
- How can you set your competitors on the defensive?

Do you trigger social revolutions?

- How can your message capitalize on emerging changes?
 - For instance, could your advertising or advocacy pinpoint a new trend, and use it to your advantage?
- Could you tie your message into what people are already doing and saying around a specific cause?
- What groups, communities, and tribes could your message excite and activate, so that they champion your message as part of their own?

Hallmark of fascinating message #7

7 Triggers

- Blogged about it at
 - <http://www.influentialblogger.net/2010/12/7-ways-to-fascinate-persuade-captivate.html>
- Draw 7 beakers (1 for each trigger).
 - Estimate your current levels of fascination.
 - How full is each beaker?
 - Which beakers should be more full, less full, in order to fulfill your goals?
- How might you use the 7 triggers to develop your message further?

Stage 2: Development

Create and Heighten Fascination

Fascination Badges

- #1 Purpose
 - Your reason for being, your function as a brand
- #2 Core beliefs
 - The code of values and principles that guide you; what you stand for.
- #3 Heritage
 - Your reputation and history; the “backstory” of how you came to be.

Fascination Badges

- #4 Products
 - The goods, services, or information you produce.
- #5 Benefits
 - The promises of reward for purchasing the product, both tangible and abstract, over and implied.
- #6 Actions
 - How you conduct yourself.
- #7 Culture
 - All the characteristics of your identity, including personality, executional style, and mind-set.

Create New Badges

- Go through the fascination badges and brainstorm every possible association for each.
 - List all the words, ideas, from your mission statement to your implied intentions.
 - It is ok to create new badges outside of the 7 fascination badges.

Badges and Bell Curves

- Create a bell curve for every fascination badge.
 - Plot unremarkable product associations at the left, moderately interesting ones in the middle, and extraordinary ones at the far right.
 - Find or create your own “outlier”, badges that are an extreme deviation from the mean.
 - Meet criteria of gold hallmarks of fascinating message.
 - If you can find out that is 3 standard deviations away from the center, you are on to something.

Find the edge of your bell curve

- List your badges (both existing and potential)
- Evaluate against the hallmark of fascinating brand.
- Plot on a bell curve.
- Push badges outward on the curve by infusing them with more of your primary trigger.
- Push badges outward on the curve by infusing them with a new trigger.
- Build your message around these badges.
 - What if....

The Fringe

- The degree to which you are willing to step outside your category norms is the degree to which you'll fascinate others.
- Raise the stakes.
 - Better to be exceptional in one or two areas than pretty good in all.

Stage 3: Execution

Bringing your fascination to life

Building internal support

- Fascination isn't measured in what you say, but in what others say about you.
- Share your fascination plan with others
 - In the face of increased risk, you must increase evidence and payoff.
 - Build the most rational possible argument.
 - Show how you've succeeded in parallel situation.
 - Help your client or boss “sell up”.

Measure, research, reevaluate

- Track the ways in which your message inspires others to create messages about you.
- How many listen to it?
- How many talk about it to other people?
- How many take action on it?

Develop a culture of fascination