

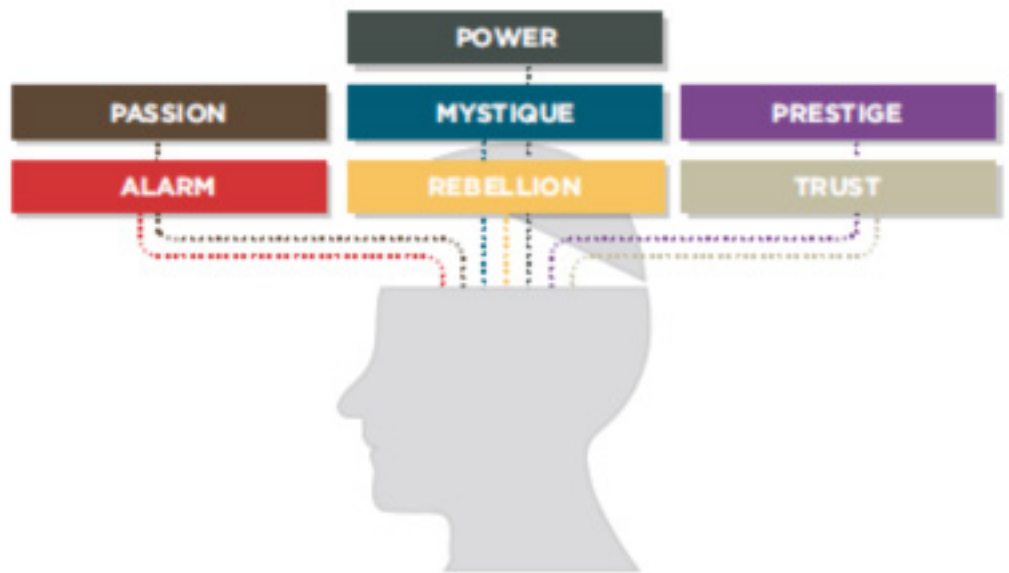
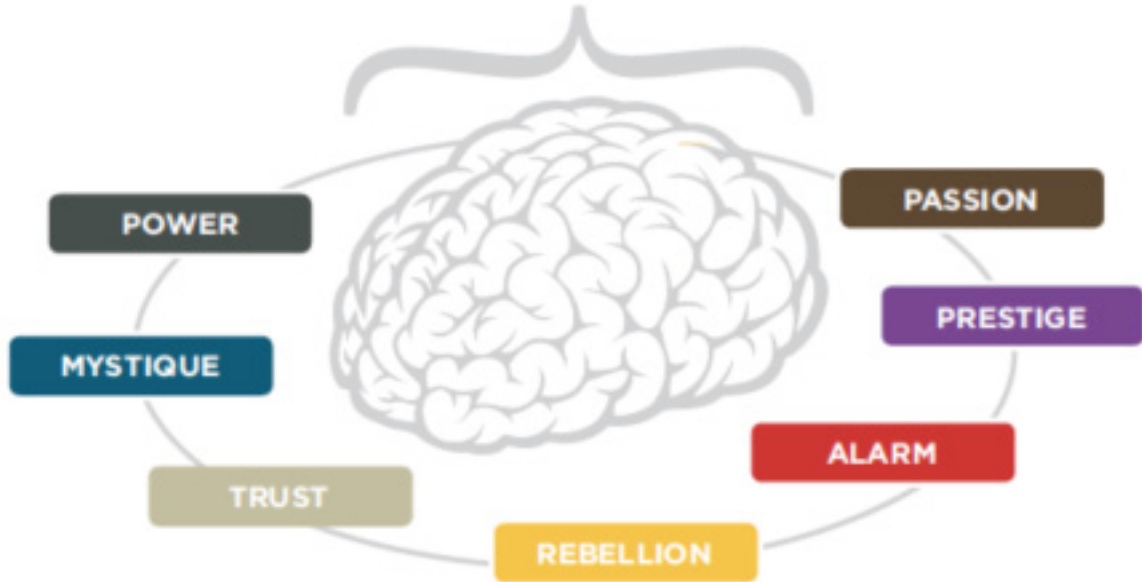
Building Digital Influence with Target Market

(lessons from Sally Hogshead's Fascinate)

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7 Triggers of Fascination



Secondary Trigger

... HOVER OVER EACH ARCHETYPE TO LEARN HOW IT FASCINATES ...

Primary Trigger

	PASSION <i>You connect with emotion</i>	TRUST <i>You build loyalty with consistency</i>	MYSTIQUE <i>You communicate with substance</i>	PRESTIGE <i>You earn respect with higher standards</i>	POWER <i>You lead with command</i>	ALARM <i>You prevent problems with care</i>	REBELLION <i>You change the game with creativity</i>
PASSION <i>You connect with emotion</i>	Passion + Passion THE DRAMA	Passion + Trust THE BELOVED	Passion + Mystique THE INTRIGUE	Passion + Prestige THE TALENT	Passion + Power THE ADVOCATE	Passion + Alarm THE ORCHESTRATOR	Passion + Rebellion THE CATALYST
TRUST <i>You build loyalty with consistency</i>	Trust + Passion THE AUTHENTIC	Trust + Trust THE OLD GUARD	Trust + Mystique THE VAULT	Trust + Prestige THE DIPLOMAT	Trust + Power THE GRAMITAS	Trust + Alarm THE GOOD CITIZEN	Trust + Rebellion THE EVOLUTIONARY
MYSTIQUE <i>You communicate with substance</i>	Mystique + Passion THE SUBTLE TOUCH	Mystique + Trust THE WISE OWL	Mystique + Mystique THE STOIC	Mystique + Prestige THE ROYAL GUARD	Mystique + Power THE VEILED STRENGTH	Mystique + Alarm THE BULLSEYE	Mystique + Rebellion THE SECRET WEAPON
PRESTIGE <i>You earn respect with higher standards</i>	Prestige + Passion THE CONNOISSEUR	Prestige + Trust THE BLUE CHIP	Prestige + Mystique THE ARCHITECT	Prestige + Prestige THE LAST WORD	Prestige + Power THE VICTOR	Prestige + Alarm THE PERFECTIONIST	Prestige + Rebellion THE AVANT-GARDE
POWER <i>You lead with command</i>	Power + Passion THE RINGLEADER	Power + Trust THE GUARDIAN	Power + Mystique THE MASTERMIND	Power + Prestige THE MAESTRO	Power + Power THE AGGRESSOR	Power + Alarm THE WATCHDOG	Power + Rebellion THE CHANGE AGENT
ALARM <i>You prevent problems with care</i>	Alarm + Passion THE COORDINATOR	Alarm + Trust THE SUSTAINER	Alarm + Mystique THE INSPECTOR	Alarm + Prestige THE EDITOR-IN-CHIEF	Alarm + Power THE SHERIFF	Alarm + Alarm THE HIGH ALERT	Alarm + Rebellion THE CRAFTSMAN
REBELLION <i>You change the game with creativity</i>	Rebellion + Passion THE ROCKSTAR	Rebellion + Trust THE ARTISAN	Rebellion + Mystique THE PROVOCATEUR	Rebellion + Prestige THE TRENDSETTER	Rebellion + Power THE MAVERICK LEADER	Rebellion + Alarm THE QUICK-START	Rebellion + Rebellion THE ANARCHIST

*** HOVER OVER EACH ARCHETYPE TO LEARN HOW IT FASCINATES ***

7 WAYS TO ADD VALUE

POWER

YOU LEAD

PASSION

YOU CONNECT WITH EMOTION

MYSTIQUE

YOU COMMUNICATE WITH CARE

PRESTIGE

YOU SET THE STANDARD

ALARM

YOU PROTECT THE DETAILS

REBELLION

YOU BRING CREATIVITY

TRUST

YOU BUILD LOYALTY

To be seen as a Leader

- Develop opinions
- Assert strength
- Take a stand

What are the options and opportunities that your company has to stand out?

How can you involve your clients or prospects in your business so they feel part of a process?

Cite current ways

Add new ones

What can you add gamification
to your business?

What ways can you add curiosity
in your process?

What is your “signature”?

How do you use touch points to show
what you know, what you’ve done,
what you earned?

Differentiation

Customer expectation

How will you deliver that expectation “differently”

How do you add scarcity in your
business?

In what ways do you hold your clients and customers accountable?

3 steps to build Trust

- Reinforce patterns
- Not after a quick sale
- Make people feel comfortable and you feel as familiar as possible

What are the things you do over and over again to convey trust?

How can you use the 3 steps to
manufacture trust?