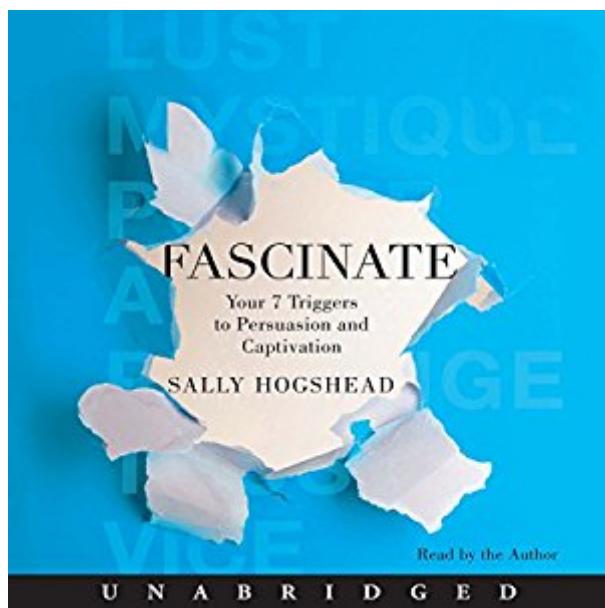


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Fascinate: Your 7 Triggers To Persuasion And Captivation



Synopsis

What triggers fascination, and how do companies, people, and ideas put those triggers to use? Why are you captivated by some people but not by others? Why do you recall some brands yet forget the rest? In a distracted, overcrowded world, how do certain leaders, friends, and family members convince you to change your behavior? Answer: fascination, the most powerful way to influence decision-making. It's more persuasive than marketing, advertising, or any other form of communication. And it all starts with seven universal triggers: lust, mystique, alarm, prestige, power, vice, and trust. Fascination plays a role in every type of decision making, from the brands you choose to the songs you remember, from the person you marry to the employees you hire. And by activating the right triggers, you can make anything become fascinating. To explore and explain fascination's irresistible influence, Sally Hogshead looks beyond marketing, delving into behavioral and social studies, historical precedents, neurobiology and evolutionary anthropology, as well as conducting in-depth interviews and a national study of a thousand consumers, to emerge with deeply rooted patterns for why, and how, we become captivated. Hogshead reveals why the Salem witch trials began with the same fixations as those in *Sex and the City*. How Olympic athletes are subject to obsessions similar to those of fetishists. How a 1636 frenzy over Dutch tulip bulbs perfectly mirrors the 2006 real-estate bubble. And why a billion-dollar "Just Say No" program actually increased drug use among teens, by activating the same "forbidden fruit" syndrome as a Victoria's Secret catalog. Whether you realize it or not, you're already using the seven triggers. The question is, are you using the right triggers, in the right way, to get your desired result? This book will tell you how.

Book Information

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Customer Reviews

Starts out with a bang, but then quickly becomes repetitive. It is painfully obvious that her marketing ideas, while somewhat interesting, were thickly padded to make a sellable product for the general public. It didn't work. If it were drastically edited, this work would have made a spectacular article in another publication, but there is not enough meat here for a whole (smallish) book. She repeatedly tries to pass off "celebrity" quotes as facts in support of her ideas, but the incessant name-dropping becomes sickening. When she started quoting her (highly complimentary) reviewers as "authorities" in the text, I tossed it. It's just a big circle-jerk.

Enjoyed 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.

Each 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 HogsheadÃ¢Â¢Â¢s Fascinate answers these questions by introducing the reader to the seven triggers of fascination. How do prominent brands use one or 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 Ã¢Â¢Â¢FascinateÃ¢Â¢Â¢Â¢ and the significance and intricacies of each trigger. (Note: Foundational does not mean boring. Sally has included interesting asides throughout the book Ã¢Â¢Â¢ some insider knowledge, some provocative insights, and some Ã¢Â¢Â¢just for funÃ¢Â¢Â¢Â¢ 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 Ã¢Â¢Â¢Fascination Plan of AttackÃ¢Â¢Â¢Â¢ prompting the reader to look within for the unique, the compelling, and Ã¢Â¢Â¢yesÃ¢Â¢Â¢Â¢ 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”.

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.

I have recently gone back to review *Fascinate* and it is still as relevant today as when it was published 5 years ago. If you're curious about why you are drawn to some brands but not others - this is the book for you. If you want to learn how to attract & woo your ideal client even if you don't have the marketing budget of a fortune 500 company - this is the book for you. It's loaded with cases studies to help you apply the ideas across all industries. A must read for anyone in marketing or sales!

I was very much looking forward to reading this book. I had read online of a person who liked it and thought I would give it a read. Every month I purchase and read 2-3 business books on topics ranging from website design to marketing to product creation/distribution, etc. In all honesty, when the chapter on lust went into stripclub studies I was not impressed. I assumed that it would be a

fascinating book. It wasn't. I did not come away saying, "Wow! I have some great tools for help my sales idea/product ..." This is the first business book that I threw away the week I purchased it.

As I finished the last section of this book the first two sections became even more clear. She describes the various triggers that capture the fascination of people. The information she shares has me evaluating my brand and marketing material in a whole new way. Highly recommend this book to everyone.

The book is a hodgepodge of research on consumer behavior which you can find in common books on market research. She just coined a new buzzword "fascinate" to make the book look "something new". It's somewhat a copycat of an original book "Hidden Persuaders" by Vance Packard.

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