

# Excerpts from How the World Sees You: Discover Your Highest Value Through the Science of Fascination

By Sally Hogshead

**Book premise:** The greatest value you can add is to become more of yourself.

## What is fascination?

- It is not the same as interest. It's a neurological state of intense focus that creates an irresistible feeling of engagement.
- There are seven triggers of fascination:
  - Power
  - Passion
  - Mystique
  - Prestige
  - Alert
  - Innovation
  - Trust
- Each trigger has a different purpose and each creates a different result. Each fascinates for a different reason. Your personality has a specific Advantage.

In the battle against competition, our talents and skills are hopelessly lost unless we find a way to fascinate our listener. You're doing battle in a distracted and competitive world.

## Meet Your Archenemies

- Distraction – threatens your connection with others
- Competition – threatens your ability to stand out and win
- Commoditization – threatens your relationships and loyalty

## The Threat of Distraction

- Distraction is a jealous seductress. It lures people away from you and your message. It prevents you from earning the attention of your prospective clients.
- Every time you introduce yourself, you have about nine seconds to engage your listener.
- Triumph over distraction by using your personality's natural Advantages.
- A compelling first impression paves the way to long-term relationships and loyalty.
- It's better to avoid communicating with people than to waste their time with messages that don't add value.

### **The Threat of Competition**

- Overcome the threat of competition by resisting the urge to try to be “better,” and instead highlight how you are different.
- Your personality already has effective differences (your Advantages), which provides a platform on which you can earn the business.
- If you are not the biggest player in your market, it’s dangerous to compete on the basis of price.
- Don’t focus on what you do, instead, focus on who you are.
- To succeed in a competitive environment, don’t change who you are. Become more of who you are.

### **The Battleground of Commodity**

- Companies must either have the biggest marketing budget, or be the most fascinating.
- Much of you is a commodity. These are your least valuable traits. In these areas, increased effort will not yield substantially increased results, at least not enough to overcome the three threats.
- If others perceive you as a commodity, you are replaceable, and vulnerable.
- Avoid commoditization by focusing on the ways in which your personality is ideally suited to solve certain types of problems and create certain types of opportunities.

### **How to Know if You are Adding Value**

- You become admired for a noteworthy ability to contribute a specific benefit.
- You deliver more than would be normally expected.
- You are the preferred option, even if you are more expensive or less convenient.

### **The Benefit of Fascinating Someone**

- You’re more likely to achieve success if you can bring your listener’s brains into this intense state of focus (fascination).
- If you fascinate a client he ceases to be skeptical or cynical. His barriers drop. He is more likely to believe what you say and trust your opinion.
- When you fascinate customers, they become totally, completely focused on you and your message.

## How Emotion Leads to Engagement

- To get people fascinated in you, don't solely rely on numbers and data. People can tune out this type of input rather easily.
- But if you communicate with a story or experience, you create an emotion. Make your audience feel as well as think. Connect emotionally by telling them a personal anecdote. Once you inspire emotion, your listener will be less likely to disengage.

## Three Communication Lessons from the Most Fascinating Brands

1. Focus on how you are different from your competition. The more clearly and distinctly a brand can pinpoint its differences, the more valuable it becomes.
2. Your differences can be very small and simple. Your differences can be minute, as long as it is clearly defined. The more competitive the market, the more crucial this becomes.
3. Once you "own" your difference, you can charge more for your services.

## Are You Vanilla? Or Pistachio?

- Vanilla is a crowd pleaser. Pistachio doesn't try to please everyone.
- You can be the vanilla ice cream of your category, if you're already the most famous, or if you have the biggest budget to market yourself.
- By embracing the pistachio within your personality, you create a base of devoted fans.
- Odds are high your competition is not very fascinating to anybody. You can compete with the better known or the company with the better marketing budget by being more fascinating.
- Rather than spreading yourself too thin by being good at everything, over deliver on just a few things.
- Don't be afraid to "strategically polarize" your audience. If you are right for everyone, you're probably not fascinating to anyone.
- The goal is not to be liked by everyone but to be loved by a core audience.

## Touchpoints

- You have dozens of interactions each day with people (touchpoints).
- Every single time you communicate with someone, you are either adding value or reinforcing the idea that your messages are irrelevant spam.
- Every touchpoint should highlight what makes you different, and better.
- Every business email, every phone call, every social media update, etc. should reinforce your value proposition.

## A Quick Overview of the Seven Advantages

- **Power** – you communicate with authority and confidence.
- **Passion** – you build connections with warmth and enthusiasm
- **Mystique** – you impress with your analytical skills and thoughtful communication.
- **Prestige** – you earn respect by setting high standards
- **Alert** – you keep people and projects on track by managing the details.
- **Innovation** – you push a company to innovate with your creative ideas.
- **Trust** – you earn loyalty as a consistent and familiar presence.

## Identifying Your Archetype

- To become an effective communicator you need to understand how others see you.
- Then once you know how the world sees you, you can concentrate on the best of those qualities and intentionally apply them.
- Your primary and secondary forms of communication combine to make your Archetype.
- Each Archetype adds value in a different way, making it uniquely persuasive.
- Once you know your Archetype, you can create your personality's tagline, also known as your Anthem.

## What is an Anthem?

- It's a very short phrase, only a few words long.
- It's the tagline for your personality.
- It gives a quick snapshot of what makes you most valuable to others.
- Your anthem is who you are, at your best.
- It tells people what you bring to the table that adds value. People will "get" you more quickly.

## How to Create Your Anthem

- Find your Archetype, e.g. my Archetype is The Mastermind
- Then find your twin Archetype, e.g. my twin Archetype is Veiled Strength, then

**Step 1** – Pick one adjective from the matrix either under your Archetype or your twin Archetype that most closely sets you apart from everyone else.

For example, my six adjectives are: Methodical, Intense, Self-Reliant, Realistic, Intentional & To-the-Point.

Of these Methodical (or Analytical) is my greatest difference

**Step 2** - Pick one noun from the sample list that describes what you do best.

For example, these six nouns are possible candidates: Problem-solving, Vision, Insights, Solutions, Management, Results

Of these Problem-solving best describes me

**Step 3** – Bring the words together to create your Anthem

**My personal Anthem: Analytical problem-solver**

**The lesson:** The higher the stakes, the more important it becomes to deliver value. Your Anthem is your single most important objective. If nothing else, you must deliver your Anthem, or you will miss your opportunity to stand out among the competition.

**Now Apply Your Anthem**

- Your Anthem guides all your communication.
- Like an elevator pitch, your Anthem very specifically guides your introductions.
- It should guide all your actions and activities and plans for your business.
- Always play to your strengths. Your Anthem is what you need to focus on because it identifies your strength!

**Your Company's Anthem**

- You can develop an Anthem that describes the highest value of your company.
- The goal is to show others the value of working with your company.

**Marshall Commercial Funding Anthem: We match borrowers with the ideal lender that best achieves the owner's objectives.**