

THINKING BEFORE SPEAKING

# MYSTIQUE



HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

ARE YOU MYSTIQUE?

*you intrigue others by not giving it all away.*

# WHO YOU ARE

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**INDEPENDENT • LOGICAL • OBSERVANT**

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# HOW TO USE MYSTIQUE

- Stay focused on the end goal
- Don't reveal your hand too soon
- Ask questions, rather than giving answers

# WHAT WILL HAPPEN

- By fascination with mystique, you'll retain the control
- People will want to know what makes you tick
- You'll prompt questions

# COMBINE MYSTIQUE WITH

- **INNOVATION:** to spark questions
- **PASSION:** to pique desire
- **POWER:** to maintain solo domain
- **PRESTIGE:** to be respected and enigmatic
- **TRUST:** to retain a timeless aura of mystery
- **ALERT:** to drive action and curiosity

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