

BUILDING LOYALTY OVER TIME

TRUST



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

ARE YOU TRUST?

you build relationships through dependability.

WHO YOU ARE

STABLE • DEPENDABLE • FAMILIAR

HOW TO USE TRUST

- Do what you say, say what you do
- Avoid surprises
- Repeat and retell your story

WHAT WILL HAPPEN

- By fascinating with trust, you will preserve connections
- You will reassure others in a chaotic world
- You will build lasting respect

COMBINE TRUST WITH

- **INNOVATION:** to tweak traditions
- **PASSION:** to sustain attraction
- **POWER:** to reinforce a strong message
- **PRESTIGE:** to uphold enduring values
- **MYSTIQUE:** to maintain privacy
- **ALERT:** to motivate instant action

The Legal Stuff...

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