

# OFFICIAL COMPANION WORKBOOK

To the new and updated book *Fascinate*

by SALLY HOGSHEAD

# YOUR BRAND-HACKING WORKBOOK



You can make anything **fascinating**.

You can make any brand or idea **impossible to resist**.

Use this workbook, along with your copy of *Fascinate*, to make it happen.

## BECOME IMPOSSIBLE TO RESIST, IN UNDER ONE HOUR

What is fascination, exactly? It's the brain's most intense state of **intense focus**.

By combining science with creativity, I've developed the formula for fascination. And now I'll share it with you. This companion guide will give you a quick-start guide to part of the system.

You've heard of "life hacks" and "growth hacks"? This book is a **branding hack**—giving you a blueprint to smarter ideas in a shorter timeframe.

You'll begin to see how that works by looking at your own business or products with the tools in this worksheet.

To make your brand impossible to resist, go through the process inside of *Fascinate*.

# PREPARE TO FASCINATE

Remember: Fascination **It's the brain's most intense state of intense focus.** The word is derived from *fascinare*, “to bewitch or hold captive so others are powerless to resist.”

Fascination has origins as old as Mesopotamia and Greece. The idea persisted through the Renaissance and into modern times. As recently as the 20th century, fascination was still associated with hypnosis, bewitching, or enchantment.

There's still room to be fascinating in today's modern brand landscape. You likely encounter examples of fascinating messages in your daily routine.

*Try and recall some examples of fascinating brands or messages. These could be a photograph, a package, a video or ad, or even a catchy headline.*

---

---

---

---

None of these brands have supernatural powers, but they have worked dilligently to refine their brand and deliver consistent messages to support it.

As you work to make your brand the most fascinating it can be, keep in mind these principles:

- People want to feel fascinated by a product or experience, and will often *pay a premium* for such an interaction. This can be an opportunity for you!
- Your customers and clients want to feel more fascinating *to others*, not just be fascinated by you. Look for instances where you give others something unique or fascinating they can use.

When brands (and people) fascinate others, they can create an involuntary response that sometimes feels like black magic. Shoppers will buy a product they weren't seeking, passers-by will stop and stare a person or object to the point of impoliteness, children will beg their parents for "one of those", without even understand what it is.

*Think of some examples of seemingly involuntary behaviors or purchases you've seen (or have done yourself.) These could be in a given format, like a supermarket, or just through your own people-watching experiences.*

---

---

---

---

Refer to these notes later, after you've mastered the **Seven Advantages of Fascination**. You'll be able to view each idea or observation through one of these seven approaches.

# THE SEVEN LANGUAGES OF FASCINATION

All fascination can be broken down one of seven advantages.  
Each communicates with a unique language.



# INNOVATION

Innovation is the most creative of all the seven Advantages. It imagines. It tweaks. It invents. It surprises. It introduces new options, new behaviors, and new ways of thinking.



## PILLARS OF INNOVATION BRANDS:

- ▶ Invent surprising solutions.
- ▶ Turn something old into something new.
- ▶ Do the opposite.
- ▶ Add a dose of vice.



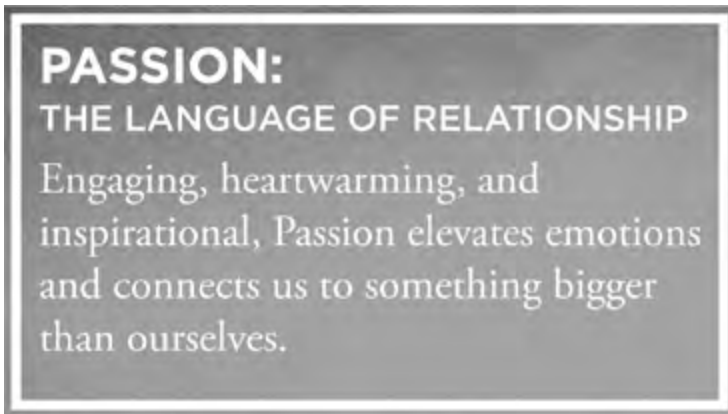
*Notes*

---

---

# PASSION

Passion makes our hearts swell, our pulses race, and our emotions rise. It excites and encourages. It cheerleads and plays. It inspires and intoxicates. It flirts and coaxes.



## PILLARS OF PASSION BRANDS:

- ▶ Woo with wow.
- ▶ Use the five senses.
- ▶ Put lust before logic.
- ▶ Create a strong and immediate emotional response.



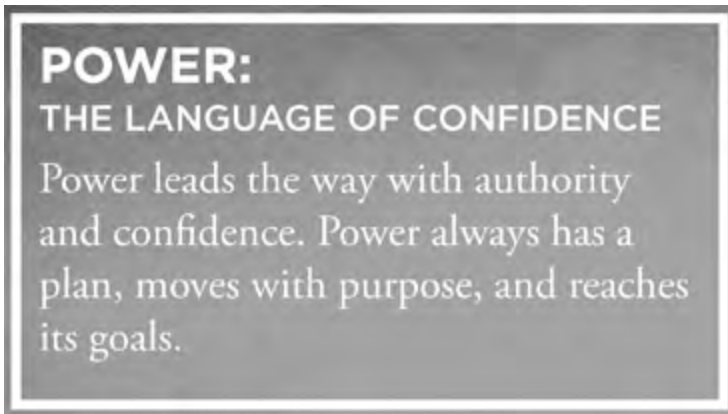
*Notes*

---

---

# POWER

Power takes the alpha stance. It strengthens, earns respect, motivates, and guides action. Used intelligently and selectively, Power strengthens your reputation as a leader and earns respect.



## PILLARS OF POWER BRANDS:

- ▶ Lead the way.
- ▶ Take control.
- ▶ Pursue specific goals.
- ▶ Own your opinions of authority.



*Notes*

---

---



# PRESTIGE

Prestige is the mark of excellence, in every form. Fancy logos and designer brands might come to mind, but that's merely the obvious side of this respected Advantage.

## THE PRESTIGE ADVANTAGE

AMBITIOUS • RESULTS ORIENTED • RESPECTED  
• ASPIRATIONAL • ELITE

### PRESTIGE: THE LANGUAGE OF EXCELLENCE

Whether established or up to the minute, humble or high end, Prestige communicates exclusivity, achievement, and value.

### PILLARS OF PRESTIGE BRANDS:

- › Increase perceived value.
- › Set a new standard.
- › Develop emblems.
- › Limit availability.

### FIVE ADJECTIVES TO DIFFERENTIATE YOUR PRESTIGE BRAND

#### AMBITIOUS

It's not enough to be good. Prestige brands focus on being better.

#### RESULTS ORIENTED

These brands have very clear and specific goals.

#### RESPECTED

Prestige brands relentlessly earn top results.

#### ASPIRATIONAL

These brands create desire by being out of reach for most people.

#### ELITE

Prestige brands make people want to spend more or work harder, in order to get on the inside.

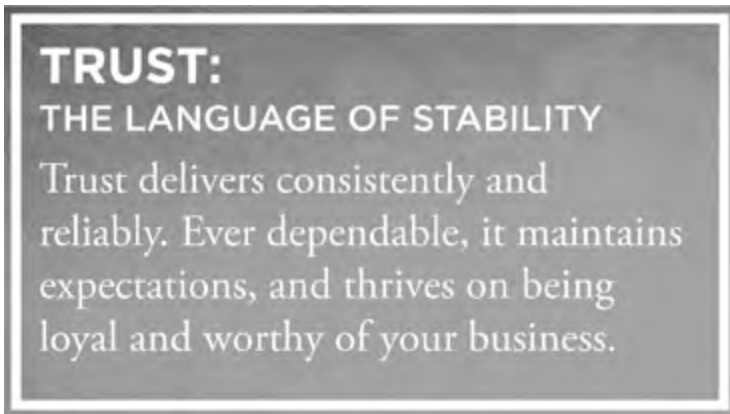
*Notes*

---

---

# TRUST

Trust is the tea maker who has continued with the same logo since 1706. It's the real estate agent who sends clients flowers for their birthdays.



## PILLARS OF TRUST BRANDS:

- ▶ Repeat and retell.
- ▶ Be authentic.
- ▶ Accelerate trust.
- ▶ Use familiar cues.



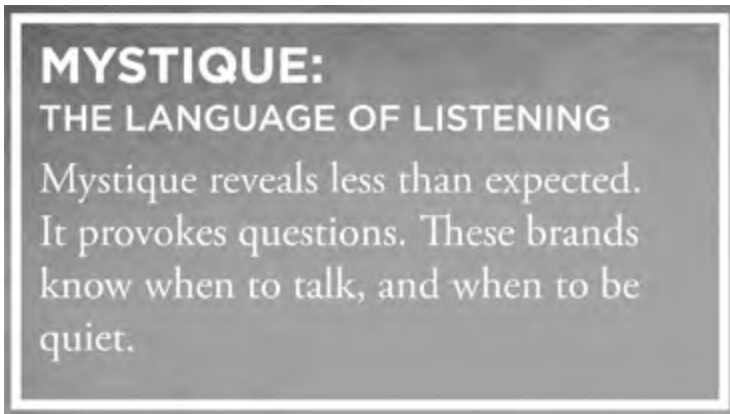
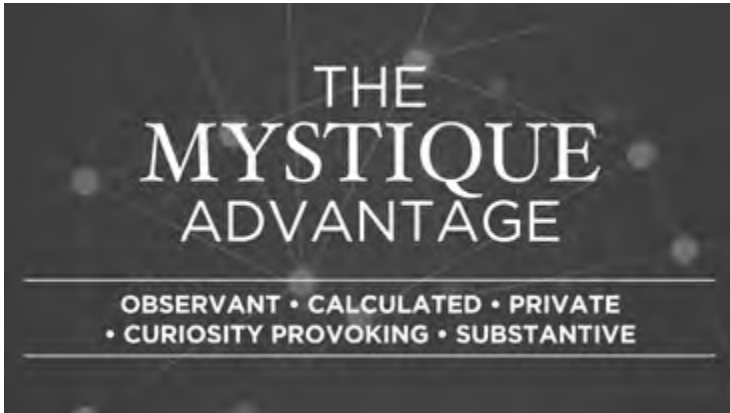
*Notes*

---

---

# MYSTIQUE

Fascination is black magic, mesmerizing your audience, capturing its attention as through hypnosis. Mystique draws in your audience, captivating their attention.



## PILLARS OF MYSTIQUE BRANDS:

- ▶ Protect information.
- ▶ Spark curiosity.
- ▶ Ask questions before giving answers.
- ▶ Build mythology.



*Notes*

---

---

# ALERT

Alert is clean and well lit. A surgeon's checklist. Alert eliminates mess. It organizes. It categorizes. It implements. Alert lives inside spreadsheets and annual reports.

## THE ALERT ADVANTAGE

ORGANIZED • DETAILED • EFFICIENT  
• PRECISE • METHODOICAL

### ALERT: THE LANGUAGE OF DETAILS

Alert follows the rules. It persuades us by defining deadlines and details. These brands get us to take action by increasing urgency.

### PILLARS OF ALERT BRANDS:

- ▶ Sweat the small stuff.
- ▶ Create urgency.
- ▶ Define consequences and deadlines.
- ▶ Use rational facts.

### FIVE ADJECTIVES TO DIFFERENTIATE YOUR ALERT BRAND

#### ORGANIZED

Alert is methodical in all aspects of business planning and follows a clearly systematized plan of action.

#### DETAILED

These companies ensure that every detail is correct before releasing it. Nothing slips between the cracks.

#### EFFICIENT

Alert communicates with clarity and responds to problems with careful reasoning. This is not a touchy-feely emotional appeal.

#### PRECISE

Check and recheck. Test and retest. Double-check and triple-check. Fix mistakes. Then check it again.

#### METHODOICAL

Alert brands watch over each individual moving part rather than getting lost in the bigger picture.

*Notes*

---

---

# UNDERSTANDING THE SEVEN ADVANTAGES

Always keep in mind your brand's Advantage, and the unique traits associate with it. When you communicate with your Advantage, you will always show your best self to the world.

| <i>Your Brand's Advantage</i>  | <i>Your Brand is</i>                       | <i>Your Communication Will</i>  |
|--|--|---|
| <br><b>INNOVATION</b><br><i>Change The Game</i><br>              | Creative<br>Visionary<br>Entrepreneurial   | Invent creative solutions that tweak tradition.                         |
| <br><b>PASSION</b><br><i>Create Connections</i><br>              | Expressive<br>Optimistic<br>Sensory        | Apply optimism and energy to build relationships                        |
| <br><b>POWER</b><br><i>Command The Environment</i><br>       | Assertive<br>Goal-Oriented<br>Decisive     | Become the Opinion of Authority   |
| <br><b>PRESTIGE</b><br><i>Earn Respect</i><br>               | Ambitious<br>Results-Oriented<br>Respected | Use admiration to raise the value of your brand                         |
| <br><b>TRUST</b><br><i>Build Loyalty</i><br>                 | Stable<br>Dependable<br>Familiar           | Repeat and reinforce patterns   |
| <br><b>MYSTIQUE</b><br><i>Make People Want to Listen</i><br> | Observant<br>Calculated<br>Private         | Keep the focus on results, not drama. Carefully select what you reveal. |
| <br><b>ALERT</b><br><i>Watch Over The Details</i><br>        | Organized<br>Detailed<br>Precise           | Keep your team focused on deadlines and structure                       |

# SEVEN TACTICS FOR FASCINATING MESSAGES

Tactics allow you to customize your message, to more effectively address your customers' concerns and to build your brand reputation over time.

| <i>If Your Tactic Is ...</i>   | <i>Do This ...</i>                  | <i>And You Will ...</i>  |
|--|-------------------------------------|--------------------------|
| <br><b>INNOVATION</b><br><i>Change The Game</i><br>              | Invent solutions to tweak tradition | Change the game          |
| <br><b>PASSION</b><br><i>Create Connections</i><br>              | Connect with emotion                | Build warm relationships |
| <br><b>POWER</b><br><i>Command The Environment</i><br>       | Define your position                | Be an authority          |
| <br><b>PRESTIGE</b><br><i>Earn Respect</i><br>               | Set higher standards                | Earn respect             |
| <br><b>TRUST</b><br><i>Build Loyalty</i><br>                 | Never waver                         | Build loyalty            |
| <br><b>MYSTIQUE</b><br><i>Make People Want to Listen</i><br> | Reveal little information           | Get people thinking      |
| <br><b>ALERT</b><br><i>Watch Over The Details</i><br>        | Focus on the details                | Prompt fast action       |

# WHEN TO USE TACTICS

Use tactics in short-term opportunities, to provoke very specific actions, or to expand into new business areas, for example. Can you think of a few events your brand has faced recently or will in the future where tactics might be helpful? Jot down a few turning points or big moves to discuss later with your team.

---

---

---

---

# HOW TO USE TACTICS

Your brand has an Advantage — one of the seven — but may also leverage the other six Advantages when the situation suits. Here's the formula:

**ADVANTAGE + TACTIC = YOUR SPECIFIC MESSAGE**

Following are references for using Tactics with your brand, based on its Advantage.

---

# THE INNOVATION TACTIC

## OVERVIEW OF THE INNOVATION TACTIC

- Your brand's message is becoming stale or irrelevant.
- Competitors are bringing new products to market faster than you.
- You need a new approach to solve a problem.
- You need to evolve in a rapidly changing environment (such as emerging technology).

## QUICK TIPS FOR APPLYING INNOVATION AS A TACTIC

- Highlight what you're doing that's new and revolutionary.
- Use humor, even irreverence, in your communication material.
- Surprise your audience with unusual analogies, bizarre stories, or new perspectives on business.
- Create unusual marketing material. Stand out from the competition with cutting-edge design and noteworthy language.

---

# THE PASSION TACTIC

## OVERVIEW OF THE PASSION TACTIC

- You want consumers to feel more connected to your brand.
- You want employees to feel more engaged with their jobs and with each other.
- You want to deliver a more colorful experience.
- You're feeling out of touch with customers.

## QUICK TIPS FOR APPLYING PASSION AS A TACTIC

- Be enthusiastic and adopt emotion-rich language.
- Appeal to the senses with vivid words.
- Tell stories, because stories connect and engage with your audience.
- Use strong imagery to get to the heart and soul.



---

# THE POWER TACTIC

## OVERVIEW OF THE POWER TACTIC

- Your customers believe (mistakenly or not) that you are not a leader.
- You want to take charge of a certain situation.
- You want clients to pay closer attention to your professional advice.
- Your customers don't know what the company stands for.

## QUICK TIPS FOR APPLYING POWER AS A TACTIC

- Be knowledgeable; share insights and ideas your customer may not have considered.
- Stay focused; avoid rambling on and wasting time; always keep the purpose of your customer contact points in mind.
- Be confident; have a firm message, with a clearly defined game plan.

---

# THE PRESTIGE TACTIC

## OVERVIEW OF THE PRESTIGE TACTIC

- You want to position yourself as being above competitors.
- You want to promote an upscale product or event.
- Your prices are dropping.
- A competitor is eclipsing you in a luxury market or competitive space.

## QUICK TIPS FOR APPLYING PRESTIGE AS A TACTIC

- Develop top-notch marketing material.
- Pinpoint ways in which you will improve your customers' outcome.
- Prominently display all awards, ratings, and other third-party recognition so that the brand is seen to the viewer as already highly regarded by others.
- Highlight superior product features.

---

# THE TRUST TACTIC

## OVERVIEW OF THE TRUST TACTIC

- Your customer is nervous about change, and seeks stability.
- You want to highlight your heritage and legacy.

## QUICK TIPS FOR APPLYING TRUST AS A TACTIC

- Be consistent: use the same colors, fonts, and tone of voice across communication materials.
- Compare your product to something your customer is already familiar with.
- Avoid trendy buzzwords.

---

# THE MYSTIQUE TACTIC

## OVERVIEW OF THE MYSTIQUE TACTIC

- Your message needs to be carefully phrased.
- Competitors are trying to copy your proprietary process (your “secret sauce”).

## QUICK TIPS FOR APPLYING MYSTIQUE AS A TACTIC

- Distill all marketing messages down to their essence.
- Do not spell out every detail, in order to keep your “secret sauce” a secret.
- Avoid oversharing and overexposure.
- Maintain an unemotional tone, even in times of chaos or conflict.

---

# THE ALERT TACTIC

## OVERVIEW OF THE ALERT TACTIC

- You're low on cash and need to drive immediate revenue.
- Your customers don't understand how to use your products and services properly (you need to find a way to get them to read the manual!).
- You need to slash unnecessary expenses.
- Customers don't take action on "closing the deal."

## QUICK TIPS FOR APPLYING ALERT AS A TACTIC

- Focus on the data.
- Show consumers how you test and retest your process.
- Give a step-by-step plan of how you'll follow through on delivery.
- Offer in-depth details, and even minutiae.
- Avoid using emotional language or imagery, and instead focus on the rational.

*Notes*

---

---

---

---

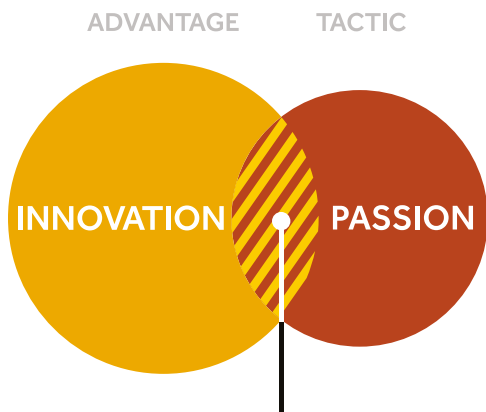
---

---

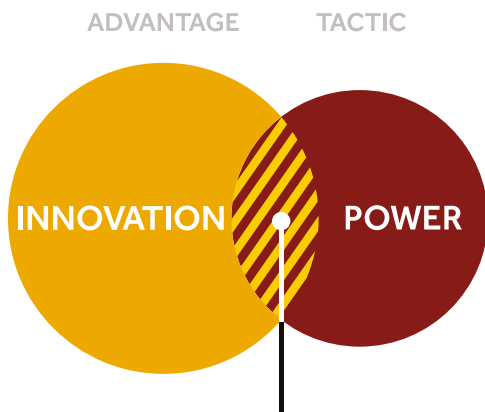
---

---

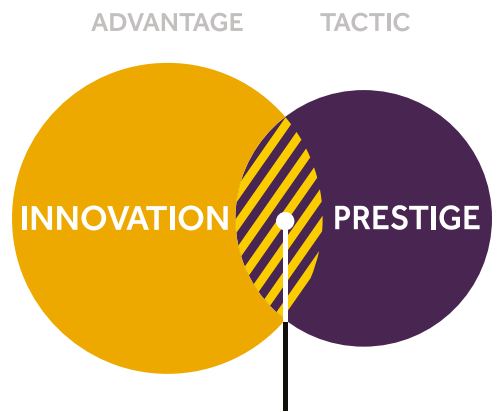
# HOW INNOVATION BRANDS CAN USE TACTICS



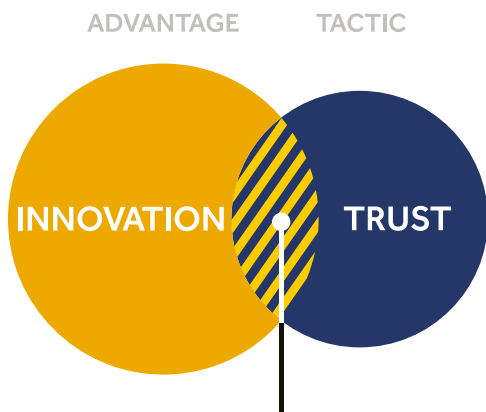
Create messages that are:  
**BOLD,  
ARTISTIC,  
UNORTHODOX**



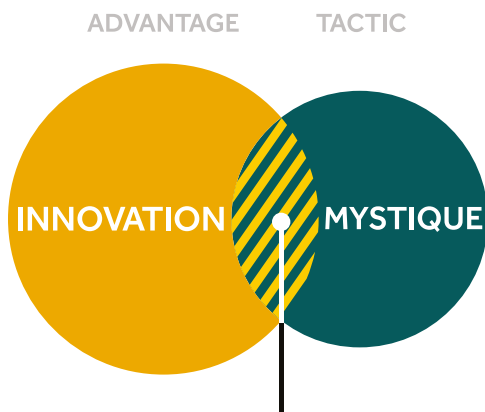
Create messages that are:  
**PIONEERING,  
IRREVERENT,  
ENTREPRENEURIAL**



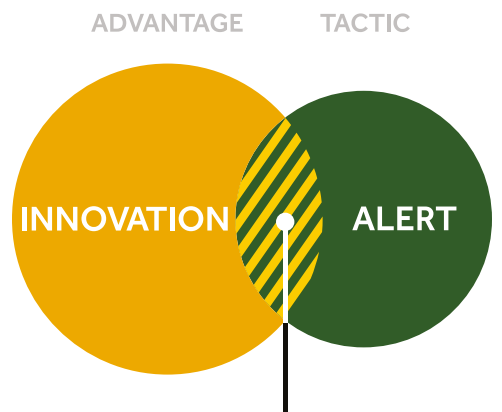
Create messages that are:  
**ELITE,  
CUTTING-EDGE,  
PROGRESSIVE**



Create messages that are:  
**FLEXIBLE,  
DELIBERATE,  
THOUGHTFUL**



Create messages that are:  
**ADEPT,  
CLEVER,  
CONTEMPORARY**



Create messages that are:  
**PROLIFIC,  
THOROUGH,  
DILIGENT**

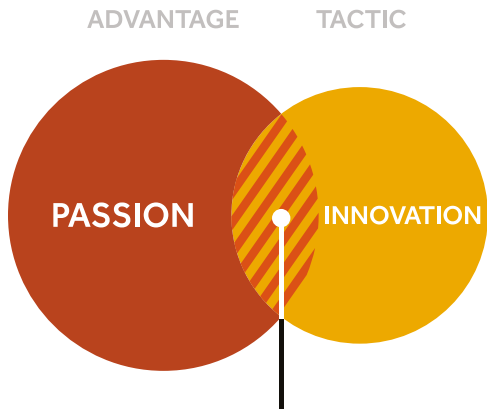
*Notes*

---

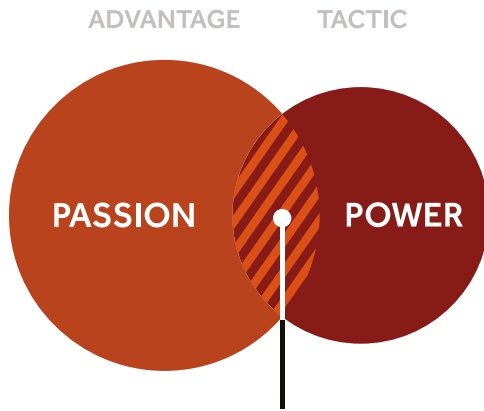
---

---

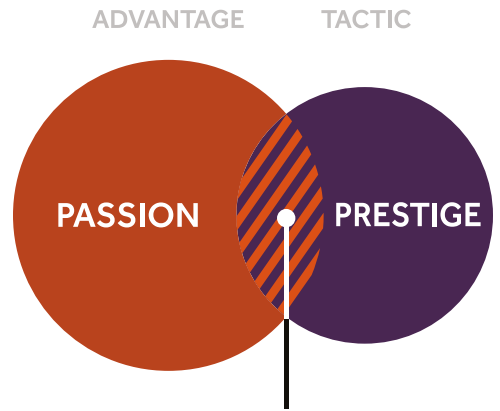
# HOW PASSION BRANDS CAN USE TACTICS



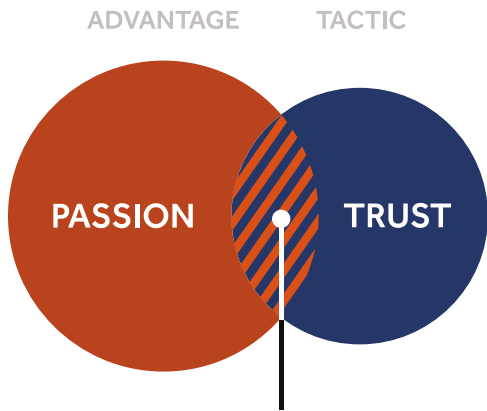
Create messages that are:  
**SOCIAL,  
ENERGIZING,  
OUT OF THE BOX**



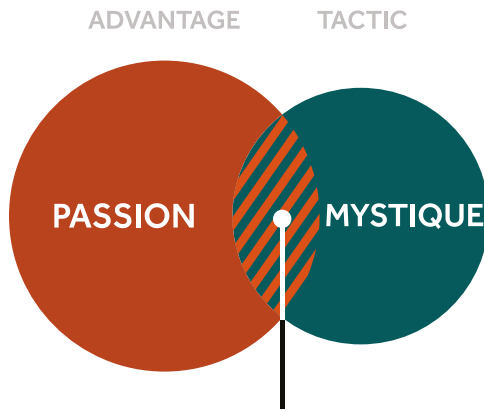
Create messages that are:  
**DYNAMIC,  
INCLUSIVE,  
ENGAGING**



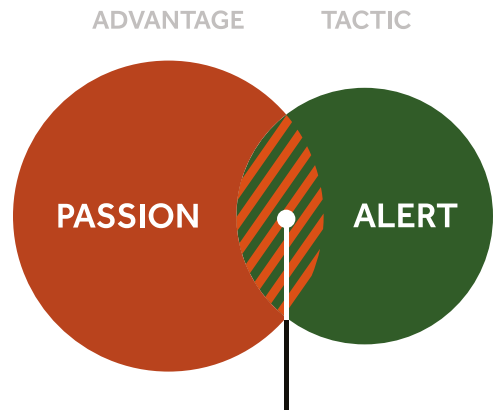
Create messages that are:  
**STYLISH,  
EXPRESSIVE,  
EMO. INTELLIGENT**



Create messages that are:  
**LOYAL,  
SINCERE,  
NURTURING**



Create messages that are:  
**DISCERNING,  
PERCEPTIVE,  
CONSIDERATE**



Create messages that are:  
**ATTENTIVE,  
DEDICATED,  
EFFICIENT**

*Notes*

---

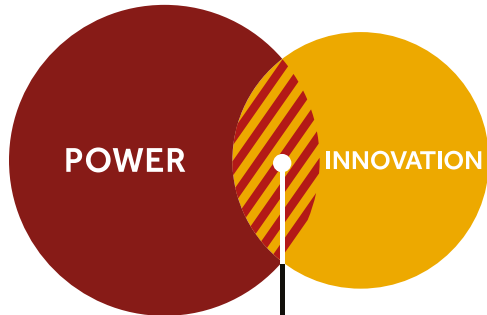
---

---

# HOW POWER BRANDS CAN USE TACTICS

ADVANTAGE

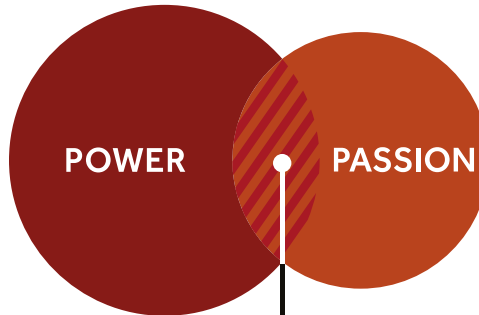
TACTIC



Create messages that are:  
**INVENTIVE,  
UNTRADITIONAL,  
SELF-PROPELLED**

ADVANTAGE

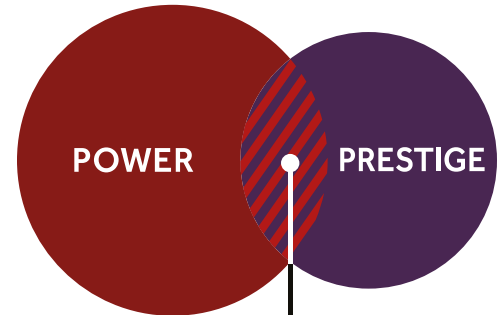
TACTIC



Create messages that are:  
**SPIRITED,  
MOTIVATING,  
COMPELLING**

ADVANTAGE

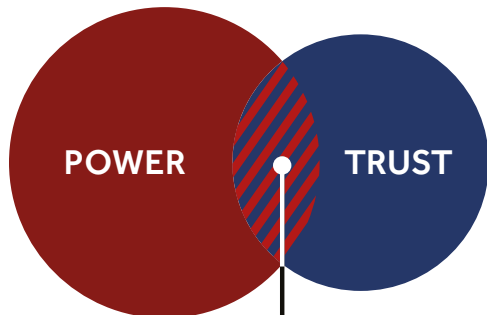
TACTIC



Create messages that are:  
**AMBITIOUS,  
FOCUSED,  
CONFIDENT**

ADVANTAGE

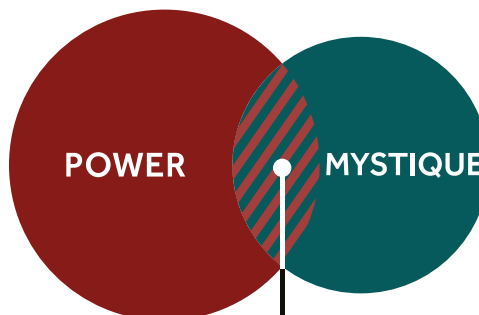
TACTIC



Create messages that are:  
**PROMINENT,  
GENUINE,  
SURE-FOOTED**

ADVANTAGE

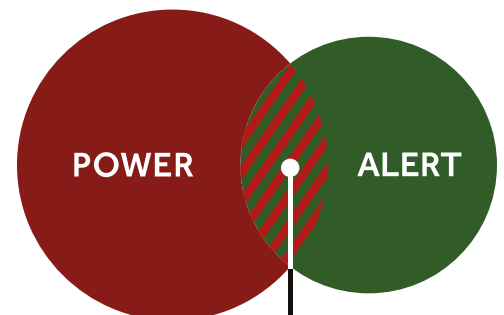
TACTIC



Create messages that are:  
**INTENSE,  
METHODICAL,  
SELF-RELIANT**

ADVANTAGE

TACTIC



Create messages that are:  
**PROACTIVE,  
CAUTIONARY,  
STRONG WILLED**

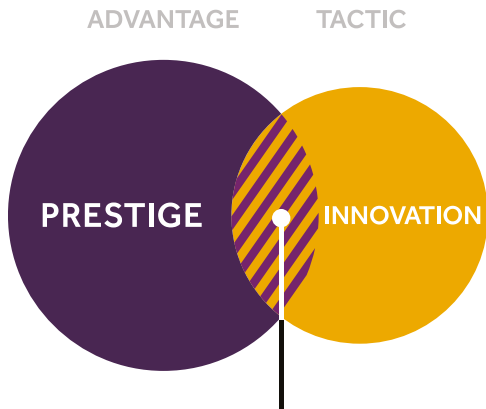
*Notes*

---

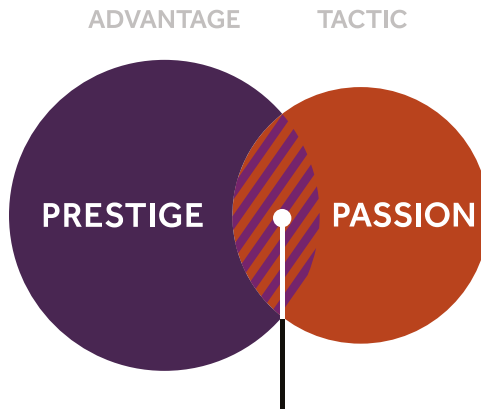
---

---

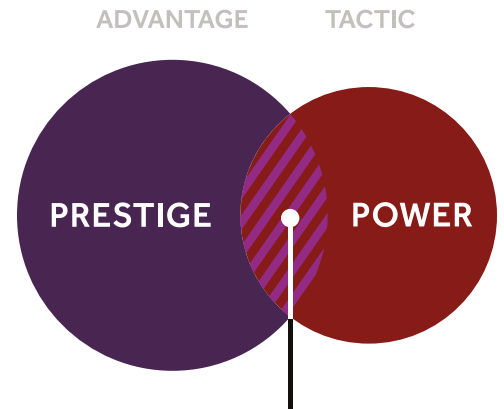
# HOW PRESTIGE BRANDS CAN USE TACTICS



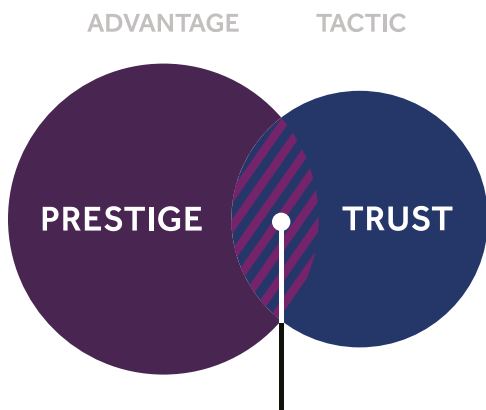
Create messages that are:  
**ORIGINAL,  
ENTERPRISING,  
FWD-THINKING**



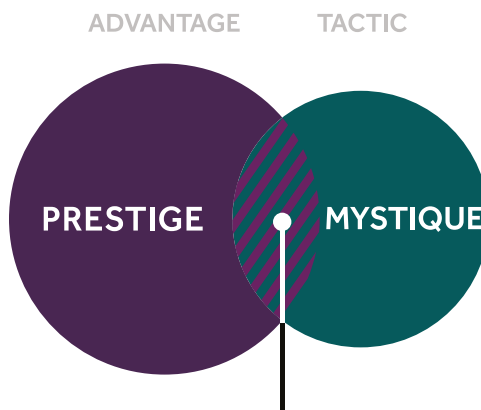
Create messages that are:  
**INSIGHTFUL,  
DISTINGUISHED,  
IN THE KNOW**



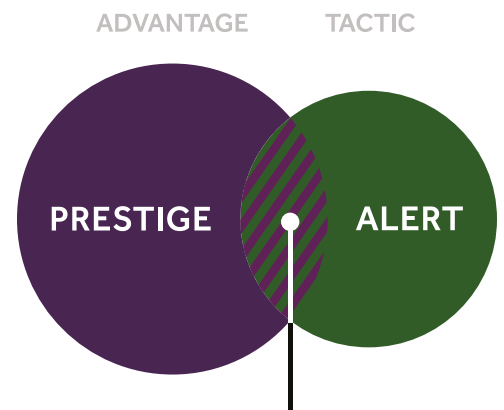
Create messages that are:  
**RESPECTED,  
COMPETITIVE,  
RESULTS-ORIENTED**



Create messages that are:  
**CLASSIC,  
ESTABLISHED,  
BEST IN CLASS**



Create messages that are:  
**SKILLFUL,  
RESTRAINED,  
POLISHED**



Create messages that are:  
**DISCIPLINED,  
SYSTEMATIC,  
INTELLECTUAL**

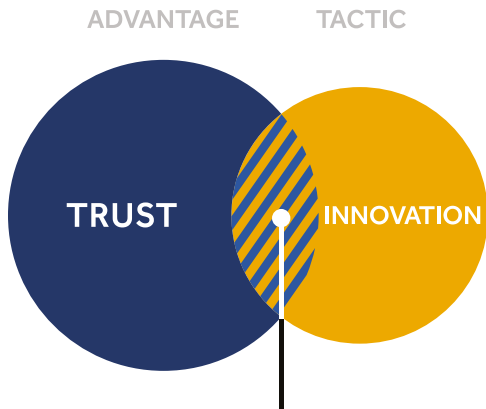
*Notes*

---

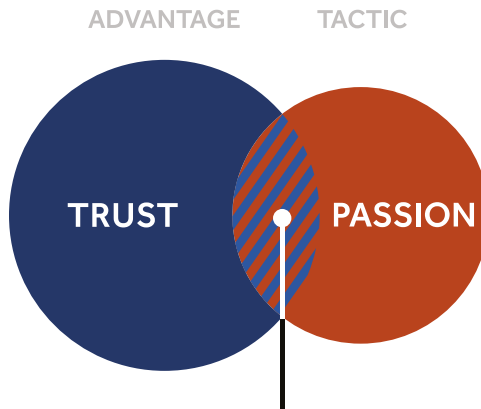
---

---

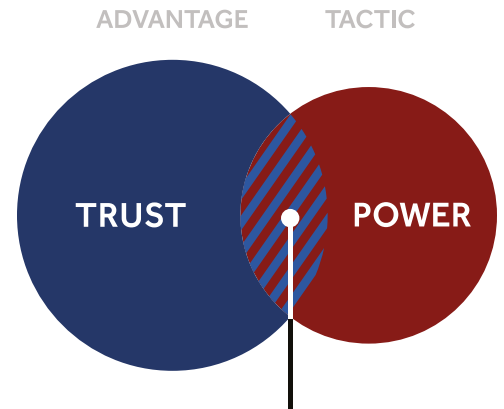
# HOW TRUST BRANDS CAN USE TACTICS



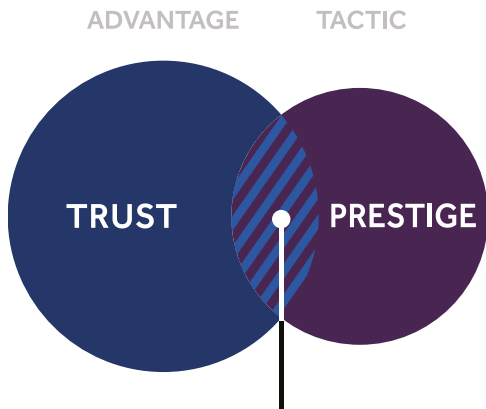
Create messages that are:  
**CURIOUS,  
ADAPTABLE,  
OPEN-MINDED**



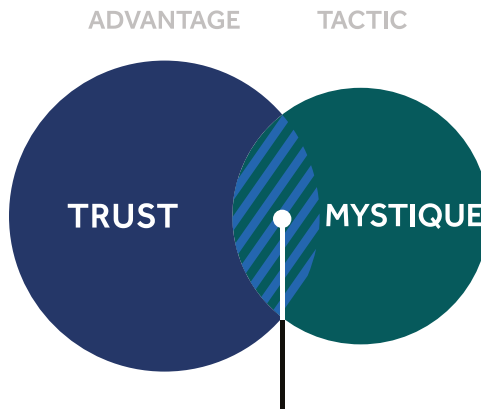
Create messages that are:  
**DEPENDABLE,  
TRUSTWORTHY,  
APPROACHABLE**



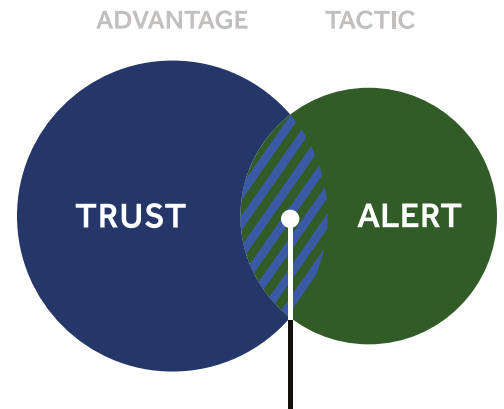
Create messages that are:  
**STABLE,  
DIGNIFIED,  
HARDWORKING**



Create messages that are:  
**SUBTLE,  
CAPABLE,  
LEVELHEADED**



Create messages that are:  
**ANALYTICAL,  
PROTECTIVE,  
PURPOSEFUL**



Create messages that are:  
**PREPARED,  
PRINCIPLED,  
CONSCIENTIOUS**

*Notes*

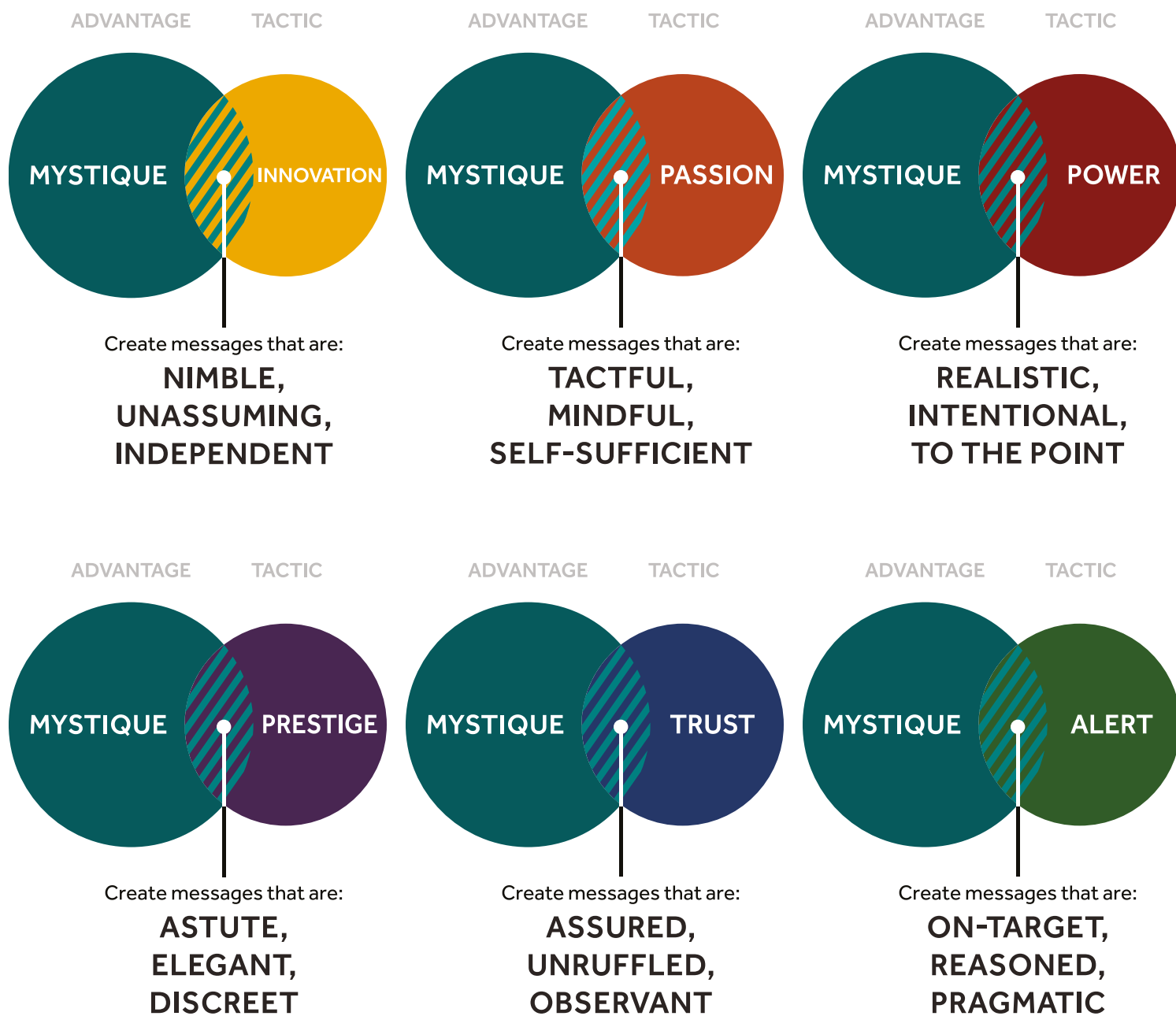
---

---

---



# HOW MYSTIQUE BRANDS CAN USE TACTICS



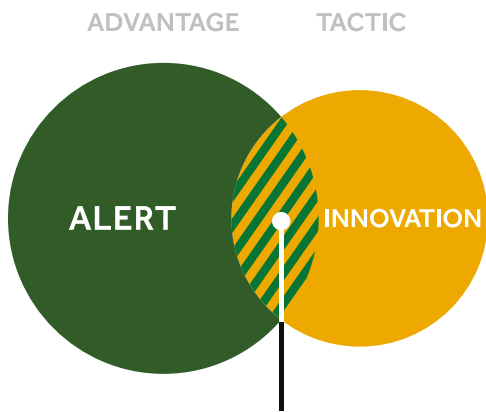
## Notes

---

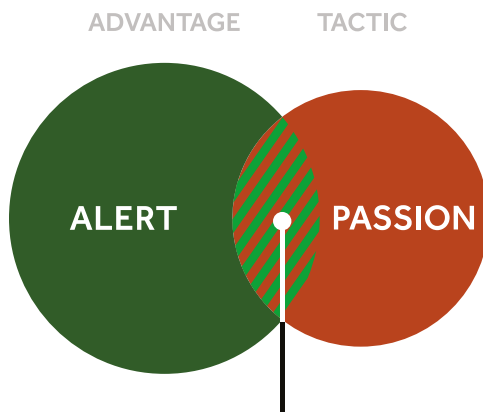
---

---

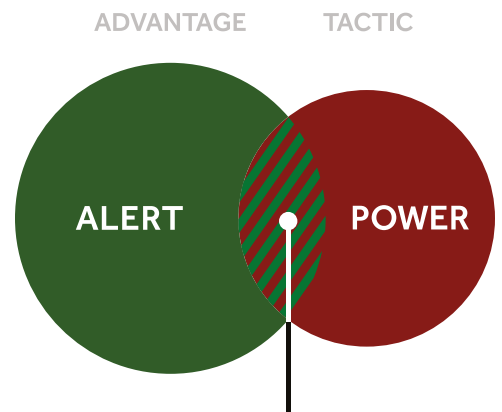
# HOW ALERT BRANDS CAN USE TACTICS



Create messages that are:  
**JUDICIOUS,  
STRATEGIC,  
FINE-TUNED**



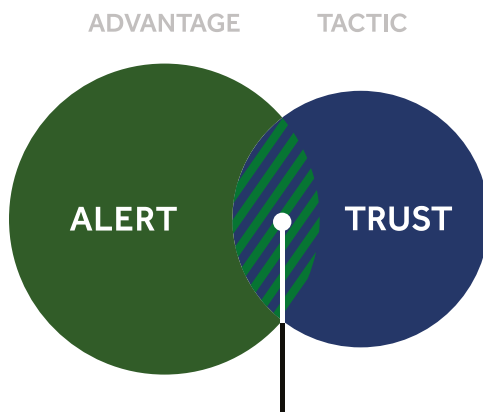
Create messages that are:  
**PRACTICAL,  
ORGANIZED,  
CONSTRUCTIVE**



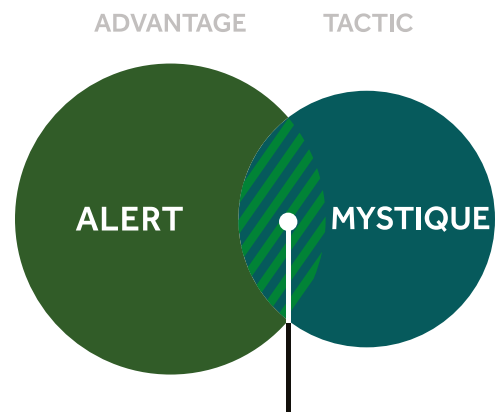
Create messages that are:  
**DECISIVE,  
TIRELESS,  
FORTHRIGHT**



Create messages that are:  
**SKILLED,  
DETAILED,  
PRODUCTIVE**



Create messages that are:  
**STEADFAST,  
COMPOSED,  
STRUCTURED**



Create messages that are:  
**ACCURATE,  
CLEAR-CUT,  
METICULOUS**

*Notes*

---

---

---

# THE BRAND TACTICS MATRIX

## ADVANTAGE + TACTIC = YOUR MESSAGE

|                   |   |  |   |  |  |  |
|-------------------|---|--|---|--|--|--|
| <b>INNOVATION</b> | <p><b>In Pa</b></p> <p>BOLD,<br/>ARTISTIC,<br/>UNORTHODOX</p>               | <p><b>In Po</b></p> <p>PIONEERING,<br/>IRREVERENT,<br/>ENTREPRENEURIAL</p> | <p><b>In Pr</b></p> <p>ELITE,<br/>CUTTING-EDGE,<br/>PROGRESSIVE</p>         | <p><b>In Tr</b></p> <p>FLEXIBLE,<br/>DELIBERATE,<br/>THOUGHTFUL</p>    | <p><b>In My</b></p> <p>ADEPT,<br/>CLEVER,<br/>CONTEMPORARY</p>         | <p><b>In Al</b></p> <p>PROLIFIC,<br/>THOROUGH,<br/>DILIGENT</p>          |
| <b>PASSION</b>    | <p><b>Pa In</b></p> <p>SOCIAL,<br/>ENERGIZING,<br/>OUT OF THE BOX</p>       | <p><b>Pa Po</b></p> <p>DYNAMIC,<br/>INCLUSIVE,<br/>ENGAGING</p>            | <p><b>Pa Pr</b></p> <p>STYLISH,<br/>EXPRESSIVE,<br/>EMO. INTELLIGENT</p>    | <p><b>Pa Tr</b></p> <p>LOYAL,<br/>SINCERE,<br/>NURTURING</p>           | <p><b>Pa My</b></p> <p>DISCERNING,<br/>PERCEPTIVE,<br/>CONSIDERATE</p> | <p><b>Pa Al</b></p> <p>ATTENTIVE,<br/>DEDICATED,<br/>EFFICIENT</p>       |
| <b>POWER</b>      | <p><b>Po In</b></p> <p>INVENTIVE,<br/>UNTRADITIONAL,<br/>SELF-PROPELLED</p> | <p><b>Po Pa</b></p> <p>SPIRITED,<br/>MOTIVATING,<br/>COMPELLING</p>        | <p><b>Po Pr</b></p> <p>AMBITIOUS,<br/>FOCUSED,<br/>CONFIDENT</p>            | <p><b>Po Tr</b></p> <p>PROMINENT,<br/>GENUINE,<br/>SURE-FOOTED</p>     | <p><b>Po My</b></p> <p>INTENSE,<br/>METHODICAL,<br/>SELF-RELIANT</p>   | <p><b>Po Al</b></p> <p>PROACTIVE,<br/>CAUTIONARY,<br/>STRONG WILLED</p>  |
| <b>PRESTIGE</b>   | <p><b>Pr In</b></p> <p>ORIGINAL,<br/>ENTERPRISING,<br/>FWD-THINKING</p>     | <p><b>Pr Pa</b></p> <p>INSIGHTFUL,<br/>DISTINGUISHED,<br/>IN THE KNOW</p>  | <p><b>Pr Po</b></p> <p>RESPECTED,<br/>COMPETITIVE,<br/>RESULTS ORIENTED</p> | <p><b>Pr Tr</b></p> <p>CLASSIC,<br/>ESTABLISHED,<br/>BEST IN CLASS</p> | <p><b>Pr My</b></p> <p>SKILLFUL,<br/>RESTRAINED,<br/>POLISHED</p>      | <p><b>Pr Al</b></p> <p>DISCIPLINED,<br/>SYSTEMATIC,<br/>INTELLECTUAL</p> |
| <b>TRUST</b>      | <p><b>Tr In</b></p> <p>CURIOS,<br/>ADAPTABLE,<br/>OPEN-MINDED</p>           | <p><b>Tr Pa</b></p> <p>DEPENDABLE,<br/>TRUSTWORTHY,<br/>APPROACHABLE</p>   | <p><b>Tr Po</b></p> <p>STABLE,<br/>DIGNIFIED,<br/>HARDWORKING</p>           | <p><b>Tr Pr</b></p> <p>SUBTLE,<br/>CAPABLE,<br/>LEVELHEADED</p>        | <p><b>Tr My</b></p> <p>ANALYTICAL,<br/>PROTECTIVE,<br/>PURPOSEFUL</p>  | <p><b>Tr Al</b></p> <p>PREPARED,<br/>PRINCIPLED,<br/>CONSCIENTIOUS</p>   |
| <b>MYSTIQUE</b>   | <p><b>My In</b></p> <p>NIMBLE,<br/>UNASSUMING,<br/>INDEPENDENT</p>          | <p><b>My Pa</b></p> <p>TACTFUL,<br/>MINDFUL,<br/>SELF-SUFFICIENT</p>       | <p><b>My Po</b></p> <p>REALISTIC,<br/>INTENTIONAL,<br/>TO THE POINT</p>     | <p><b>My Pr</b></p> <p>ASTUTE,<br/>ELEGANT,<br/>DISCREET</p>           | <p><b>My Tr</b></p> <p>ASSURED,<br/>UNRUFFLED,<br/>OBSERVANT</p>       | <p><b>My Al</b></p> <p>ON TARGET,<br/>REASONED,<br/>PRAGMATIC</p>        |
| <b>ALERT</b>      | <p><b>Al In</b></p> <p>JUDICIOUS,<br/>STRATEGIC,<br/>FINE-TUNED</p>         | <p><b>Al Pa</b></p> <p>PRACTICAL,<br/>ORGANIZED,<br/>CONSTRUCTIVE,</p>     | <p><b>Al Po</b></p> <p>DECISIVE,<br/>TIRELESS,<br/>FORTHRIGHT</p>           | <p><b>Al Pr</b></p> <p>SKILLED,<br/>DETAILED,<br/>PRODUCTIVE</p>       | <p><b>Al Tr</b></p> <p>STEADFAST,<br/>COMPOSED,<br/>STRUCTURED</p>     | <p><b>Al My</b></p> <p>ACCURATE,<br/>CLEAR-CUT,<br/>METICULOUS</p>       |

# HOW TACTICS APPLY TO MARKETING PROBLEMS

Apply Tactics in the right situation can help solve your marketing problems. See if you can identify your brand's challenges, and use the appropriate Tactic.

| <i>If Your Problem Is ...</i>   | <i>Apply This ...</i>  | <i>First Action Step ...</i>   |
|---|--|--|
| You need to compete against bigger, established category leaders      | <br><b>INNOVATION</b><br><i>Tactic</i><br>   | Pintpoint an established norm, then run in the other direction           |
| Employees or customers feel only a lukewarm connection with you       | <br><b>PASSION</b><br><i>Tactic</i><br>      | Communicate your messages with strong emotion and energy                 |
| You're not seen as a leader or authority                              | <br><b>POWER</b><br><i>Tactic</i><br>    | Establish decisive opinions and beliefs to become the voice of authority |
| You need to increase the perceived value of yourself or your products | <br><b>PRESTIGE</b><br><i>Tactic</i><br> | Overdeliver in one area  |
| Clients and teams aren't loyal to you                                 | <br><b>TRUST</b><br><i>Tactic</i><br>    | Repeat and reinforce patterns, eliminate chaos and uncertainty           |
| People aren't curious to discover your ideas and insights             | <br><b>MYSTIQUE</b><br><i>Tactic</i><br> | Carefully vet all communication, sharing only the minimum necessary      |
| Your audience isn't taking fast or organized action                   | <br><b>ALERT</b><br><i>Tactic</i><br>    | Focus on negative consequences to accelerate urgency and drive action    |

# THE FASCINATE SYSTEM FOR BRANDS

It's time to put all the pieces together. Take the information you've learned and put it to use. You'll have a fascinating brand in no time if you follow these simple steps:

**Step 1.** Assemble Your Team

**Step 2.** Identify Your Brand's Fascination Advantage

**Step 3.** Build Your Brand Anthem

**Step 4.** Apply Tactics to Strengthen Your Advantage

**Step 5.** Create a Culture of Fascination

# 1. ASSEMBLE YOUR TEAM

Your branding efforts will be greatly improved by teaming up with others who share your goals. Here's how to assemble a successful team.

## Look within your organization for agents of positive change

Include people from marketing, but also from other public-facing roles such as sales, support, even receptionists or other operations roles.

Think about a team that works well together, rather than who has the best resume or awards.

*List a few possible teammates*

---

---

---

---

*Select a team leader*

---

## 2. IDENTIFY YOUR BRAND'S FASCINATION ADVANTAGE

Visit [BrandFascination.com](http://BrandFascination.com) and complete the assessment

*Your brand's Advantage*

---

# 3. BUILD YOUR BRAND ANTHEM

Work with your team to craft a Brand Anthem

*List a few adjectives surrounding your brand. These should be examples of "what makes you different" Refer to the Brand Profile from Step 2. or from Appendix C. in the book*

---

---

---

---

*List possible items for "what you do best"*

---

---

*Craft some potential anthems following the format:*

*[What makes you different] + [What you do best]*

---

---

---

---



# 4. APPLY TACTICS TO STRENGTHEN YOUR ADVANTAGE

Use Tactics to build marketing messages

| <i>Marketing Challenge</i> | <i>Tactic</i> | <i>Message</i> |
|----------------------------|---------------|----------------|
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |

| <i>Marketing Challenge</i> | <i>Tactic</i> | <i>Message</i> |
|----------------------------|---------------|----------------|
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |

| <i>Marketing Challenge</i> | <i>Tactic</i> | <i>Message</i> |
|----------------------------|---------------|----------------|
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |
| <hr/>                      | <hr/>         | <hr/>          |

# 5. CREATE A CULTURE OF FASCINATION

Find opportunities to make your brand and workplace more fascinating

*List some ideas of how to be more fascinating ...*

*Brand voice within documents  
(emails, proposals, etc.)*

---

---

---

---

*Consistent communication on social media*

---

---

---

---

*Website to reflect marketing messages*

---

---

---

---

*Design of brand touchpoints*

---

---

---

---

*Company-wide culture and rituals*

---

---

---









## ABOUT SALLY

Sally Hogshead skyrocketed to the top of the advertising profession by age 24, becoming the most award-winning advertising copywriter in the U.S. Her campaigns for brands such as MINI Cooper, Nike, Godiva and Coca-Cola have fascinated millions of consumers.

One of the “Top 10 Brand Gurus in the World” in 2015, she went on to measure 700,000 consumers with the science of fascination. Hogshead appears in media such as the “TODAY” show and “LIVE with Kelly and Michael,” and has been featured as one of the top five speakers in the U.S. Hundreds of corporations and small businesses use the Fascinate system, including Twitter, IBM and Porsche, as well as universities such as NYU.

Her previous book, *How the World Sees You*, is a *New York Times* and *Wall Street Journal* bestseller.