

Mystique Brands

HOW THEY CAN USE TACTICS

If your primary mode of communication is Mystique, you already excel at influencing how your customers listen. Intentionally or not, your marketing avoids spelling out every detail. It isn't pushy or overt.

Heightening fascination while also maintaining privacy isn't always an easy balance. Earning attention is usually associated with talking *louder*, or talking *more often*. Yet this is not necessarily the case, if you can cast a spell with Mystique. In this section, you'll find simple methods for adjusting your message to specific situations by applying tactics.

Mystique Is

- Knowing what to leave out of the conversation
- Watching intently
- Enticing others to listen

Mystique Is Not

- Superficial chitchat and banter
- Communicating emotionally
- Pushing a hard sale