

for the sheer sake of doing it." Moments of fascination can become peak life experiences, calling us forth to engage more fully than at any other time, giving ourselves over to the vividness of complete and total engagement.

So compelling are such fascinations that in the extreme, only a thin line separates fascination from its evil twin: obsession. And with obsession fascination becomes dangerous.

Using Your Powers for Good, Not Evil

Like cults, fascinating brands speak to their followers in a clearly defined language. Rather than speaking to the maximum number of people, these brands identify their target, and then go deep.

Like cults, fascinating brands have the ability to bond people together, and to effectively tap into the human desire to be part of something bigger than themselves, to be loved and accepted by an alpha leader, to be part of a group, to feel wanted and admired.

Like cults, fascinating brands make their insiders *feel fascinating*.

For instance, cults lavish new recruits with attention and praise, acculturating them. They make the insiders feel good about themselves because they are part of a particular group.*

Let's end on a positive note. What can you learn and apply from the dark lords of fascination?

If you have a core value or belief, don't be afraid to share it with your audience. Stand out, or don't bother.

Feeling more confident about communicating with strength? In our next chapter, I'll show you how to feel more excellent about communication excellence.

* Remarkably little is known about cult recruitment strategy, which is understandable considering the unpleasant consequences for those who violate these groups' ironclad bonds of secrecy. Details come only from the few individuals who successfully escape. Of those details, I found this one rather perplexing: cult recruiters actively seek out vulnerable individuals who appear to be outcasts. Telling signs include walking solo with a backpack, or carrying a musical instrument. (So if you're walking solo while carrying a musical instrument inside a backpack, you're a prime target.)

THE LANGUAGE OF CONFIDENCE

POWER

AT A GLANCE

Lead with authority.

DEVELOP MESSAGES THAT ARE:

- Assertive • Goal Oriented • Decisive
- Purposeful • Opinionated

PILLARS OF POWER BRANDS:

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

Does your brand fascinate with Power?
Get your Brand Profile at BrandFascination.com.