

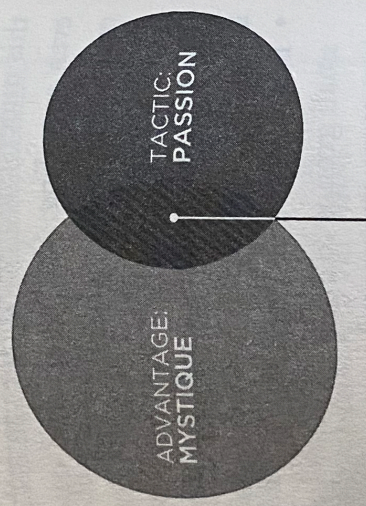
own version of a valet. Smart tweaks help you stand out without increasing your marketing budget. Humor works, too.

My family's favorite local ice cream shop has an unassuming storefront. Yet little creative touches bring Innovation to the experience. When peering through the glass screen to choose your ice cream flavor, a small sign puts a new twist on a familiar expression: "Please don't tap on the glass. It scares the ice cream."

How Mystique Brands Could Use the Passion Tactic:

Be Tactful, Self-Sufficient, and Mindful

- Be personable, yet not overwhelming.
- Put a real person on your customer support line, rather than an autoattendant.
- Don't flip back and forth between a "warm" and "cold" tonality.



Create messages that are:
Tactful
Self-Sufficient
Mindful

So far, we've seen how brands can positively attract attention in order to persuade. In this example, we'll see how you can attract negative attention, yet do so potentially for your own reward.

Hollywooding

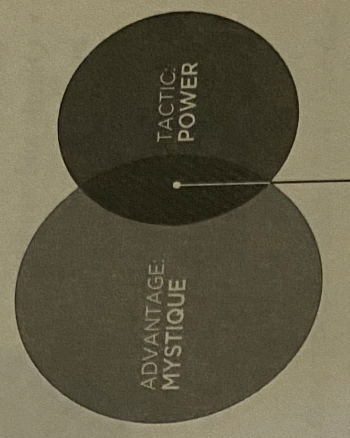
In "Mystique: The Language of Listening," we saw the inner workings of the poker table, and how professionals at the highest levels are experts at reading their opponents' tells. Yet there are newer (and more controversial) ways to tweak the game. "Hollywooding" is the practice of overdramatizing the decision process.

While every player at the poker table requires a certain amount of time to make a decision, the overly emotional player maliciously takes too much time, aggravating his opponents, intentionally trying to get them to reveal their strategy. It might not be a cool move, but it sometimes works.

If you're a Mystique brand, consider intentionally applying a little drama to throw your competitors off balance.

How Mystique Brands Could Use the Power Tactic:
Be Realistic, Intentional, and to the Point

- Give clear instructional guides and diagrams to tell your story.
- Keep messages brief, succinct, and to the point.
- Don't force customers to make a decision on the spot.



Create messages that are:
Realistic
Intentional
To the Point

Leadership can take many forms, from quiet certainty to boisterous coaching. Mystique brands might be understated, but they don't have to shy from directing with control and command. By adding Power tactics, you won't be mistaken for meekly asking permission, or hesitating. Power helps your communication avoid being seen as passive, indifferent, or neutral.

Earlier we talked about the trend of "unboxing" surprise gifts and deliveries. Birchbox delivers monthly goodies and beauty supplies each month; however, the customers don't pick the selections. Birchbox's editors do. They take control in selection.