

If lucky, your transport will take only five months, during which time you'll watch many of your shipmates perish from disease and thirst. If you survive the journey, you'll work up to eighteen hours a day or else risk being beaten into the ground. You're a prisoner, banished from your homeland. You might be guilty. You might not. At this point, it doesn't really matter.

Which crime did you commit? There are exactly nineteen crimes worthy of this inhumane treatment, including:

No. 1: Grand larceny, the theft above the value of one shilling
No. 5: Impersonating an Egyptian

No. 11: Stealing roots, trees, or plants, or destroying them

No. 13: Assaulting, cutting, or burning clothes

No. 16: Stealing a shroud out of a grave

If accused of stealing less than one shilling, you'll live on this island for seven years of labor. If you stole more than one shilling, you can look forward to dying in the penal colony after a life of hard labor.*

As you consider these options, sit back and take another sip of your wine. The wine is named 19 Crimes, in honor of this epic mythology. As you do, take special note of the cork. Printed on each cork, you'll learn exactly which one of the crimes you've committed. Did you steal a shroud from a grave? Cut or burn clothes? Was stealing plants your crime of choice? Or did you unwisely decide to imitate an Egyptian?

You and your dining companions are no doubt curious to know which crime you'll commit next. Open another bottle, and find out.

* Perhaps the convicts had the last laugh. The island was Australia, now one of the world's favorite tourist destinations.

What Is "Mystique"?

Fascination is black magic, mesmerizing your audience, capturing its attention as through hypnosis—in some cases, literally. In Part 1, we learned that Freud described fascination as a "hypnotism." Mystique draws in your audience, making them curious to learn more, captivating their attention.

Of all seven Advantages, Mystique is the rarest. Unlike the thrilling creativity of Innovation, or the charismatic charm of Passion, it fascinates with intellectual curiosity. Instead of jumping up and down for attention, Mystique watches and waits, knowing that some things are better left unsaid.

Brands that use Mystique communicate selectively. They reveal information bit by bit. They listen first, take the time to think things through, then speak when ready. Only a select few are allowed inside. By sharing information in small doses, these brands control what the public knows (and doesn't know), in order to maintain control.

Curious to learn how to make people curious? Let's begin.

MYSTIQUE:

THE LANGUAGE OF LISTENING

Mystique reveals less than expected. It provokes questions. These brands know when to talk, and when to be quiet.