

## The System behind the Spellbinding

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So far, we've explored Sigmund Freud, the Salem Witch Trials, and other examples of bewitching communication. Now it's your turn to see the system behind how fascination works, and how you can apply it, too.

This part of the book is your guide to the seven forms of fascination: Innovation, Passion, Power, Prestige, Trust, Mystique, and Alert. Each casts a different spell. With Passion, people are more likely to fall in love with your brand. Power makes them likely to follow you. Prestige earns their respect. Alert protects the details, so they feel safe.

Most of us have remarkably little understanding of why we ourselves become fascinated, and even less understanding of how to fascinate our customers and clients. The ability to fascinate is not commonly thought of as something that can be measured and created at will. Yet this is not the case. Fascination can be measured, and you'll measure your brand's profile soon, with the Fascination Advantage for Brands.

Whether you're competing in a product category or a political party, a sports team or a dating circle, you must become fluent in fascination. You must know how to systematically create it, then measure it.