

How do certain brands fascinate you? How can your brand fascinate others? To succeed in an attention-starved world, you must understand how fascination applies to your job, your company, your family, and your relationships. And finally, you must understand the implications of living in a fascination-driven world, one in which the ordinary dies a slow death.

You already possess much of what you need to become more fascinating, and in today's environment, you have no choice but to use it. Intelligently applied, fascination will give you a tool more influential than branding, more persuasive than propaganda, more lasting than brainwashing.

### Make Your Brand Impossible to Resist

Fascinations cover the gamut of human behavior, from sublime to straightlaced, from frivolous to world-changing, yet all can be categorized as one of seven different modes of communication: Innovation, Passion, Power, Prestige, Trust, Mystique, and Alert. Each of these has a different attitude and style, a different voice and vocabulary.

Rather than be confused by the options, we'll go step-by-step through the process. We'll align all your communication with one main point, like a North Star. Instead of randomly stumbling on ideas, or reinventing the wheel each time you write an ad, you'll now have a step-by-step plan. Whether you are an analytical thinker or a creative fireball, you'll find it much easier to develop and execute marketing plans when they follow a system.

As you read the descriptions of each Advantage in the chapters that follow, pay close attention to the lists of five adjectives. You can literally use these words to describe your brand to your ideal customer. They can become the starting point for your marketing copy.

For instance, Innovation brands are *forward-thinking*, *entrepreneurial*, *bold*, *surprising*, and *visionary*. A brand whose primary Advantage is Innovation might use these words to describe itself:

"a *forward-thinking* visionary company that offers *surprisingly bold* ideas to *entrepreneurial* leaders." Incorporating these adjectives helps the brand speak the language of creativity.

A brand with the Alert Advantage would look to these adjectives: *organized*, *detailed*, *efficient*, *precise*, and *methodical*. An Alert brand's marketing copy should sound very different from that of an Innovation brand. "We guarantee *organized* and *detailed* delivery of every order." Or, "our agents are the most *efficient* and *precise* in the industry." These adjectives steer the communication to speak the language of details.

### Branding for All

"Branding" is often seen as marketing's fancier cousin. Many small businesses believe, mistakenly, that only those with large budgets can do branding. This is understandable, since usually only organizations with impressive experience or budgets can afford a brand campaign.

I have a different point of view. I believe that everyone should be able to create a great brand, without a big budget or extensive expertise.

The purpose of the Fascinate System is to give you a simple, practical process for establishing the overall voice of your brand. By getting clear on how you describe yourself to your prospects and customers, you can streamline your creative process. This will also help you and your team keep all messaging on track, so you can unify your efforts.

It's time to perform a little marketing witchcraft of your own, and spellbind your audience. Don't worry, there's a clear system. You're about to understand your marketing in a new way, and realize how your ideal customer sees you at your best. The process is almost like alchemy, transforming ordinary products into gold.

Our first Advantage is Innovation, the language of creativity. How could you captivate with Innovation? Let's find out.