

an indulgent dessert, or to spend a greater amount of money. Just the hint of Passion causes a “greater urgency to consume anything rewarding.” The two appetites become intertwined in the brain.

As the brain opens to possibilities, the wallet opens as well.

Sometimes a company wants to create an un-Passionate experience for strategic reasons. Shopping malls contain an intentionally uninteresting environment in the middle, so that customers are more likely to flock to the stores. That’s also why you won’t see a clock in a mall (so you lose track of time and stay there longer). And it’s also why the acoustics are bad in malls, so that stores seem like a comforting alternative.

Sensory experiences fascinate us. It’s why we splurge on spa appointments and music concerts. For products that seem irrational on the surface, consider Passion. Why else would someone order a Hardee’s Monster Thickburger (1,420 calories and 107 grams of fat), or a Baskin-Robbins large Heath Bar Shake (2,310 calories and 108 grams of fat)?

Passion bypasses scrutiny and cynicism. It’s rarely lukewarm, or “take it or leave it.” Passion can be overcome with willpower, but it’s unlikely to be forgotten or ignored. Passion is not about utility or function.

When you create emotional bonds, people are more likely to act on your message. One way to do this? Forgo logic, and build lust.

Put Lust before Logic

An eternally favorite deadly sin, lust fascinates through experience: our appetites and passions of sight, sound, taste, touch, and scent. We anticipate what it might be like to fulfill a craving, and that anticipation pulls us closer. As early as the sixth century AD, lust emerged as public enemy number one for Christians. And not without reason. Overcoming desire is no easy task. Buddhism presents the overcoming of desire as an ideal. The five senses shape

our behavior in many ways, like a temptress holding a skeleton key to fit any chastity belt.*

The Wet Voice

Her voice has been described as “cotton candy, smoke, wind, lollipops and velvet”; “champagne lava”; “the slow folding and unfolding of a pink cashmere sweater.”

David Huron from Ohio State University uses a different word to describe Marilyn Monroe’s famous voice: “wet.”

“When we see something we want to eat, when we receive praise, and even when we hug our children, our mouths literally water,” says Huron. In any type of pleasure state, our mouths produce more saliva. Our tongue moves more fluidly within the mucous membranes of our mouth, creating what Huron calls “oral wetness cues.” Oral wetness is a subtle and involuntary reflex; however, it broadcasts our emotional state.

Your mouth also waters when you experience positive emotions. When you hug someone you love, or listen to a favorite song. Even when you hear good news. It’s an unconscious response to positive emotions.

Marilyn Monroe’s wet voice communicated openness. Her voice was also “aspirated,” says Huron, meaning that she increased the amount of air through her vocal cords when speaking, almost like whispering. We all aspirate our voices when we’re murmuring to a person right next to us. Yet Marilyn manipulated her wetness cues as part of her brand image. She communicated with a “pillow talk” effect even while onstage, speaking as though physically intimate with each person in the audience. (Cue your mental replay of her aural masterpiece, “Happy Birthday, Mr. President.”)

* In the original edition of this book, Passion was named “Lust.” Lust, however, is only a part (albeit a juicy one) of the bigger package of captivating strategies within the umbrella of the Passion Advantage. As we rolled out the Fascination Advantage system in 2012, we broadened this category to reflect the diversity of Passion.