

# HOW TO USE **ALERT**

THE LANGUAGE OF DETAILS

## ARE YOU ALERT?

*You prevent problems with care.*

## WHO YOU ARE

Proactive ■ Organized ■ Detailed

## HOW TO USE PASSION

- Focus on avoiding negative outcomes
- Accelerate urgency
- Use rational risks to drive action

## WHAT WILL HAPPEN

- By fascinating with alarm, you motivate action (now!)
- You eliminate complacency
- You steer behavior of individuals and groups

## COMBINE ALERT WITH

- ▶ **INNOVATION:** to force an alternative path
- ▶ **PASSION:** to quicken attraction
- ▶ **POWER:** to incite instant movement
- ▶ **PRESTIGE:** to drive a buying frenzy
- ▶ **TRUST:** to share concerns with a group
- ▶ **MYSTIQUE:** to carefully reveal the real facts