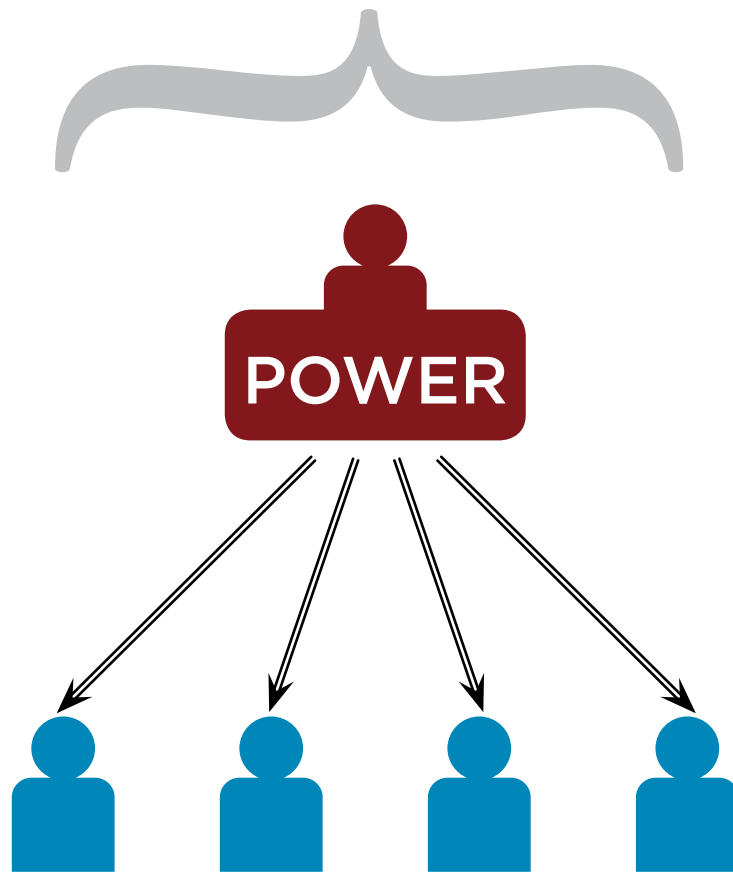


HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

# POWER

HOW TO IMMEDIATELY COMMAND ATTENTION, CONTROL  
YOUR MARKET, AND BE THE ULTIMATE AUTHORITY

*fascination*

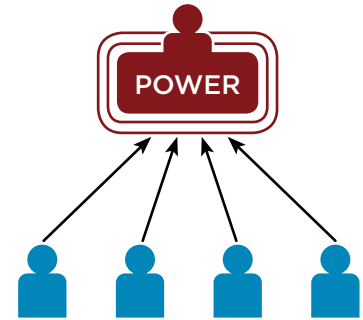


SALLY HOGSHEAD

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# YES, YOU CAN BE MORE POWERFUL, RIGHT NOW.

- Powerful people have a strong point of view. If you want to increase your use of the Power advantage, you must establish a reputation as a confident, knowledgeable expert with the experience to guide others.
- **If you want to be powerful, you must be prepared to lead.** What will you say to inspire this leadership? What do you confidently know is true, based on your unique knowledge and experience?



*In many situations, if you want to gain influence, you must become more powerful.*

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*As leaders, these personalities are often looked to for answers and assistance, which usually provides them the opportunity to guide co-workers and customers.*

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- **If you want to be powerful, you must be ready to make decisions.** How do you make your most powerful decisions? What are those decisions based upon?
- **What if Power is not one of your main advantages?** Can you grow your strength and influence? Yes, absolutely — if you create messages that gain control of your environment. This is easier than it seems. You will start by subtly applying your opinions of authority.

# YOUR OPINIONS OF AUTHORITY

**You already have opinions.** But you probably aren't articulating them to build your influence with the Power advantage. Now we're going to find the opinions that you can stand behind confidently, and emphatically, to increase the perceived difference between you and others.

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*Your opinions of authority shouldn't be obvious; in fact, the more counterintuitive, the better. What do you believe with such conviction that you can authentically advise your customer with full confidence?*

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The goal here is to stand apart — **and above** — your competition. And this starts by taking a stand.

You don't stand apart from your competition if you won't first **take a stand**.

*An “opinion of authority” is a strongly worded viewpoint. It is not a statement of fact, but rather, a firm belief that reflects your expertise. It must be rooted in your area of experience, and reflect a personal sentiment. It can also be contrarian, or counterintuitive. Remember, the Power advantage isn't always about building consensus, but about increasing your personal influence.*



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# EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

**Start thinking about your opinions... your most opinionated opinions.**

Let's begin by jotting a list of your own personal opinions. You know you have them... and now it's time to clarify precisely what they are. (Look, don't be shy. Write them down. It's just us here.) Give yourself permission to exert your beliefs.



## **Opinion Set #1: THE STATE OF YOUR INDUSTRY.**

A new employee asks you to lunch, to learn from you. They have less experience than you, and they want to understand the potential pitfalls of your industry. What warnings would you give about the way that business is usually handled in your industry?

### **For Instance:**

**The biggest problem in the industry right now is:**

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**And, the way I would fix this problem is:**

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**Things used to be better when we used to:**

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**The best improvement we could possibly make as an industry would be to do this:**

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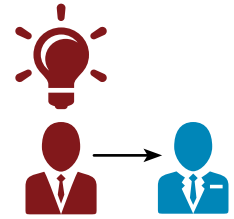
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# EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

## Opinion Set #2: ADVICE TO CUSTOMERS.

Let's say a long-time customer calls for your advice on a make-it-or-break-it opportunity. They only have a few minutes to make a decision. What advice might you give? Fill in the following blanks. And remember, you're giving opinions, not facts. Let 'er rip.



Whatever you do, avoid doing this:

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If you only have 1 dollar to spend, spend it on:

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## Opinion Set #3: HOW YOUR PERSONAL OPINIONS IMPROVE YOUR RESULTS.

Imagine that you're in a meeting with a potential client. It's going well, and they're responding positively. The client wants to understand how working with you will be different than working with the other people they could potentially do business with. Let's find out what you'll tell them.



First, think about how you work: How you prioritize your time. Why you're better at some things than others. What you've learned along the way, to get better results.

**I work differently than other people, because I make a point to prioritize this one thing:**

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# EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

Most people do my job a certain way. But I've found one area in which I can do it differently, and better. Here's what I do:

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If I could change one little detail about how my role is usually handled, it would be this:

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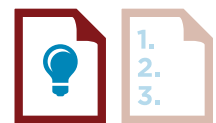
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## There. You Did It. Good.

Now let's see how you can take a stronger stand, in order to elevate your perception as a confident expert who is knowledgeable and experienced.

1. Take a look at this list you've made.
2. Pick the ones about which you feel most strongly.
3. Push your wording to be even more emphatic and definitive.



For instance, on the exercise above, let's say you wrote the following: "If I could change one little detail about how my role is usually handled, it would be: to give more ongoing sales training to new employees." That sounds like a good point, so let's turn that into an Opinion of Authority. Take that opinion, and push it further.

**Rephrase that same point, with more emphasis:**

**"In our sales, ongoing training is critical for success."**

## EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

Take that same idea, and push it another step:

“Without ongoing training, new employees can’t reach their potential.”



What if you took it a step further, and really took a stand? Here’s how that might look:

“Improve or fail.”

That might be too far for you. That’s fine. Find your comfort level. Applying the Power advantage isn’t about dominating—it’s about using your natural strengths to lead and inspire action.

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## NEXT STEPS FOR YOUR OPINIONS OF AUTHORITY

What if you made a piece of marketing about your opinions of authority? Like a short YouTube video, or blog post about your opinion?



What if you put one succinct observation on the back of your business cards—perhaps you collect a dozen observations, with one on the back of each card?

That would be worth talking about.

Having an opinion of authority differentiates you from your competition. Push yourself far enough when thinking about what your opinion of authority is, and you’ll finally stop trying to just be better than your competitors.

Recently, I wrote a blog post about this topic and explained that [being better is temporary](#); flimsy even. Striving to be better keeps you chained to the same way of working and living as your competition— and that’s no way to live.

# THE 5 SECRET VERBS OF SELLING

Powerful people inspire action. They don't just get attention— they drive behavior. They incite action.

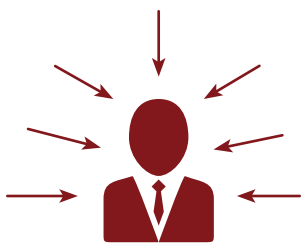
What action are you trying to get people to take, exactly?

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*If people don't change their actions as a result of your message, that message failed.*

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To create messages that change behavior, identify exactly what action you want people to take. Rather than just making an announcement (“Now with 2 locations to serve you” or “20% off!!!”), start thinking of messages in terms of how they will:



1. **ATTRACT** customers
2. **PROVE** why you are the best choice
3. **INCREASE** urgency for an immediate sale
4. **CONVINCE** new prospects to switch to your product
5. **RECOMMIT** them to being loyal (when they might otherwise move to a competitor)

Action is the only way to come from a place of strength. Having a meeting about a breakthrough client plan, or emailing about doing a terrific management retreat, or promising yourself to start a low-carb diet against Ding Dongs — it all means nothing if the idea never comes alive. Spend less energy talking about what could or should get done, and more on getting it done.



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# THE 5 SECRET VERBS OF SELLING

A brilliant product— or for that matter, a genius executive — can't succeed unless it inspires action. Are you thinking in terms of passive (mediocre) results? Or active steps to create changes that drive your bottom line?

*Every one of your messages should play into one of these 5 verbs. You should constantly be aiming to do one of each of these.*

- \* Attract
- \* Prove
- \* Increase
- \* Convince
- \* Recommit

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## 3 POWERFUL HOT BUTTONS

Just as you can make yourself more influential with the Power advantage, you can also create more persuasive messages with it. Apply the Power to your marketing and sales with “hot buttons” to fascinate customers.

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*“Hot buttons” are intensely-charged issues that tap directly into a customer’s decision to buy.*

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Different customers have different hot buttons. Your job is to identify which hot button will most influence a given purchase, and then adapt to it.

### Three potential hot buttons:

#### Fears:

What is your customer concerned could go wrong, and how can you prevent or solve this? (FedEx uses this hot button, charging a premium for “fear relief.”)



## 3 POWERFUL HOT BUTTONS

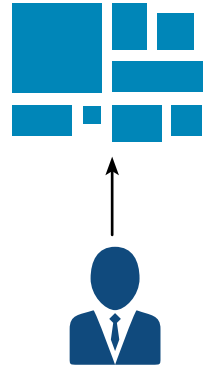
### Needs:

Identify what's missing or unsolved for your customer, on a practical level. Do they have a rational need (such as the need to spend less)? Or, an emotional need (such as feeling validated by a well-known brand name)? Find ways in which your business fulfills what's missing.

### Hopes:

Deep down, your customer holds certain aspirations (even if they won't admit it). They might want to feel smarter, more relaxed, or even get promoted as a result of buying your product. While it's easy to identify your customers' rational needs, it takes some savvy to demonstrate you understand what they aspire to become.

By being the best you— by defining and stating your opinion of authority, and using action words, and understanding the secret buttons of selling—you can win. You can harness advantages within yourself, isolate and articulate them, and then amplify and express them in a way that fascinates the people in your world.



*Power personalities are natural leaders who are driven to identify goals and attain them. Notoriously high achievers, they are self-assured individuals, who earn the respect of their co-workers, customers, family and peers.*

**All this isn't easy. Your Fascination Advantage works because you make it work. And that takes work.**

# NOW THAT YOU KNOW HOW TO BE POWERFUL, TAKE THE NEXT STEP.

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## GET A PERSONAL BRAND THAT STANDS OUT IN JUST 1 HOUR

THIS KIT WILL GIVE YOU THE WORDS YOU NEED TO:

- Sharpen your marketing copy
- Stand out from the competition
- Ace the job interview
- Prep for new biz meetings
- Win new business

**I WANT MY  
ONE-HOUR PERSONAL BRAND KIT**

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