



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

7 STRATEGIES FOR A BRILLIANT FIRST IMPRESSION



BY SALLY HOGSHEAD

DID YOU KNOW THAT 90% OF INTRODUCTIONS FAIL?

In other words, 9 out of 10 introductions will NOT lead to a real connection.

They won't even lead to a real *conversation*.

The first 9 seconds of your introductions are the make-it or break-it moments.

In today's distracted world, your first few words hold the power to cut through the noise and make a real connection with your listener.

If you can fascinate your listeners during those first 9 seconds, they'll give you their attention. And they'll take action on what you say.

Stop suffering through awkward, meaningless introductions!

Grab these 7 quick tips to make more meaningful connections:

1. Find 1 way to add value to the conversation
2. Understand *how the world sees you*
3. Create an "Anthem"
4. Ask real questions
5. Consider what your listener is already thinking about
6. Commit to a strong start
7. Bring a sense of purpose to the conversation

1. FIND ONE WAY TO ADD VALUE

First of all, you need to find one way in which you are most likely to add value to the conversation. For example, what problem is your listener facing and how can you potentially solve it?

From the moment that you meet someone, be asking yourself, how can I be of value to this person?

For example, have you made a breakthrough in your work recently that you could offer up as a helpful tactic to your listener? Have you discovered a new way to attract customers? Was there an insight you took away from a speaker at a conference?

The key here is for you to empathize with your listener. Figure that out what she might be struggling with, or what he cares about most in that moment, so that you can contribute in a valuable way.

If you're not adding value, you're just taking up space.

2. UNDERSTAND *HOW THE WORLD SEES YOU*

How is your personality most likely to impress and influence that person sitting on the other side of the table?

You already have certain patterns of communication that shape how people see you, and whether or not they want to continue talking to you.

Over the past 10 years I developed the first way to measure how people see you at your best. And this decade of research was published in my *New York Times* best-selling book, *How The World Sees You*.

In the book I describe that there are 7 different Advantages.

7 different ways of communicating.

When you know how the world interprets your specific communication style, you will be far more likely to use your Advantages in a way that's going to be most effective in captivating your listener.

We all use all 7 Advantages when communicating, though there are 2 that we use most often. I call these your primary and secondary Advantages. Combining your primary and secondary Advantages will give you your distinct personality "type" (we call this an *Archetype*).

There are 49 different personality Archetypes. They use different styles of communication and they are effective in different ways. You can find out which adjectives describe how you are most effective when you take the Fascination Advantage® assessment.

◀ Haven't taken my Fascination Advantage® assessment yet? It only takes 5 minutes to complete.

Take the test now:
HowToFascinate.com/FAA

3. CREATE AN "ANTHEM"

Fascinating conversationalists don't have to be sparkly, and they don't have to be outrageous. There's a way that's appropriate for you to be most fascinating, and when you see how the world sees you at your best, you can find the perfect words to introduce yourself.

I started my career as an advertising copywriter and one of my favorite parts of my job was helping national brands find the perfect words to describe themselves.

Eventually, after a ton of research and pilot studies, I realized that I could take the exact same methodology that I used with brands and apply it to people.

I call this the *Anthem* method.

An Anthem is a short phrase that describes how your personality adds distinct value to everything you do. It's like a tagline for your personality.

Once you have an Anthem, you can use it to open conversations and generate interest when you need it most.

It becomes a shortcut for your listener to understand what makes you most valuable.

4. ASK REAL QUESTIONS

When it comes to making a first impression, your questions matter as much as (or *more* than) your answers. The goal is to get away from trite topics, like "Where are you from?" Instead, ask meaningful questions so that you are both effortlessly engaged.

When you are having a fascinating conversation, you don't have to try. You don't have to put on some frozen mask. And you don't have to effortfully come up with one topic after another. Fascinating conversation just kind of flows. It feels easy. It feels effortless. Once you've initiated a fascinating conversation, you are more likely to make a meaningful connection.

And you are likely to have a lot more fun!

You don't have to be witty or spontaneous in order to ask great questions. You just have to be thinking about what the person on the other side of the table, or the person standing in line next to you, or the person sitting beside you, really needs. What problems can you help them solve?

Here are a few examples of questions you might ask:

What's been the most successful boost to your business in the last year?

What's the main thing that you want to get out of this conference/seminar/etc.?

What is stressing out your team these days? Have you found any solutions?

5. CONSIDER WHAT YOUR LISTENER IS ALREADY THINKING ABOUT

Brand messaging is most effective when it taps into social trends. When it taps into something that people are talking about or thinking about or writing about or buzzing about or Tweeting about or feeling strongly about or debating.

In the same way, your message should tap into what your listener is already thinking about.

The next time you attend a conference or networking event, give yourself a few minutes to think ahead. What is happening in the collective conversation? Is there an industry-wide issue that you and your peers face? Is everybody buzzing about a hot new trend?

6. COMMIT TO A STRONG START

This is one of the biggest mistakes people make when trying to make a positive first impression. When you don't commit to a strong start, you put the onus on your listener to figure out why he should listen to you.

Remember: your listener is distracted and likely has an attention span of just 9 seconds – the same as a goldfish.

If you can earn your listener's interest in those first few seconds, by starting with a *real* question or using your personality in a positive way, then she is far more likely to have a real conversation with you and potentially grow a very real business relationship.

Whichever tactics you end up using, commit and proceed confidently. It will wear off on your listener, and he'll find himself riveted to the conversation.

7. BRING A SENSE OF PURPOSE

The last step is pretty simple. If you're going to take the time and the energy to engage in a conversation, make sure you bring a sense of purpose to it.

Are you attempting to entertain your listener?
Or do you want to get more information about a specific topic?

The purpose of an introduction is not to kill time but to plant the seeds of a long-lasting and mutually beneficial relationship.

Remember, you want to be of value to your listener. It takes intentional conversation to quickly grasp what she needs. Allow your questions and responses to be guided by the purpose of the conversation.

HOW TO KNOW IF YOU'RE MAKING A BRILLIANT FIRST IMPRESSION

In the state of fascination, our brains respond as though we're meditating or experiencing great joy. Neuroradiologists refer to this as euphoria.

When you feel fascinating, which you can accomplish by tapping into your top 2 Advantages, you fascinate your listener.

And when you fascinate your listener, you stop thinking about being nervous or being stressed. Instead, you get in that flow, that zone where you feel relaxed and your listener feels relaxed.

This is how you'll know that you are making a brilliant first impression.

INSTANTLY CAPTURE THE ATTENTION OF PROSPECTS OR POTENTIAL EMPLOYERS

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- Ace the job interview
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