

{ HOWTOFASCINATE.COM }

The **FIRST** **9 SECONDS**

Why you need instant influence.



SALLY HOGSHEAD

THE NEW RULES OF PERSUASION

One hundred years ago, the average attention span was 20 minutes long. It was estimated that the attention span grew one minute for each year of age, up to the age of 20.

But then, a little thing called The Internet happened. Now we have messages coming at us from every direction: voicemails and videos, emails and apps, updates and upgrades, tweets and retweets.

So how do our brains respond to all this stimulation? Turns out, we're learning to think differently. We think more quickly. Conversely, we get distracted far more easily. The BBC has announced:

*“The addictive nature of web browsing can leave you with an attention span of **9 seconds**—the same as a goldfish.”*

Nine seconds!

That's all we get before our customer's brain makes a decision to either stay focused or find something better. In this distracted environment, you must immediately spotlight your unique competitive advantage.

◀ How will you communicate your unique competitive advantage in 9 seconds or less?

THE FIRST 9 SECONDS

In this 9-second world, the most fascinating messages triumph. The most fascinating salespeople. The most fascinating products and services.

They triumph because they earn the customers' attention. And they do it quickly. You only have an instant to communicate, convince, and convert.

WHAT DOES ALL THIS MEAN FOR YOU?

It means you must learn how to fascinate the goldfish.

Even if our attention spans are getting so short, does this really mean we only get 9 seconds to make an impression?

Yes. That's exactly what it means.

You only get 9 seconds before the goldfish will swim away.

If you don't fascinate in those first moments, the goldfish will swim on to the next shiny object that grabs its attention.

Does this scare you? Or motivate you?

WHAT CAN YOU DO IN 9 SECONDS?

When you meet someone at a networking event, or greet a client, or address a new employee, you have only a few seconds to introduce yourself, and your message. Unless you have achieved celebrity status within your network or industry, you simply have to think about how you will introduce yourself. Otherwise, you don't stand a chance of being remembered.

◀ You must be able to introduce yourself in 9 seconds or less.

Let's be clear, we're not saying that you'll close a deal in 9 seconds.

A sale can't happen in 9 seconds.

Relationships can't happen in 9 seconds.

Establishing yourself can't happen in 9 seconds.

Hiring an employee can't happen in 9 seconds.

Loyalty can't happen in 9 seconds.

Lasting growth can't happen in 9 seconds.

But introductions do.

Introductions do happen all around us in the span of 9 seconds—or less—every day. If no one takes action after your introduction, then you have lost. But if you understand and apply the principles of **HOW TO FASCINATE**, you'll own those first 9 seconds every time.

◀ Do you find the whole "9-second" thing scary? Me too. But this is the new reality. Ignore it at your peril.

BEING THE BEST IS NOT ENOUGH!

In a competitive marketing environment, it doesn't matter if you're smart and hardworking and experienced if nobody knows who you are.

If your message fails to fascinate, you fail. You'll lose the sale before you even have a chance to start a connection.

How many times have you read a popular industry blog and thought, "I write better than him. *And* I know the business better!"?

Have you ever watched a competitor bring in one new client after another while you seem to strike out more often than not? Do these people know something you don't? Yes, actually. They do.

Fascinating people know and understand this secret:

◀ We grew up with a myth: "If you build a better mousetrap, the world will beat a path to your door." This used to be true, but no longer. It's not enough to build a better mousetrap, if nobody notices or cares.

*Being the best isn't enough,
if nobody knows you're there.*

Sure, you need to spend time building your expertise, but you can't do it at the expense of making yourself known and garnering interest. You'll never get a chance to demonstrate your knowledge and skill if you don't first grab—and then hold—a potential customer's attention.

THE FIRST 9 SECONDS

It's not enough to be *the best salesperson* if nobody buys your products.

It's not enough to be *the best company* if you lose clients to your competitor.

It's not enough to be *the most worthy politician* if nobody votes for you.

You could have *the* world-changing insurance agency, one that has the potential to change your customers' lives, but your agency will wither and die if nobody knows about it.

◀ It's not enough to be the best, if nobody notices or cares. So ask yourself: Who notices or cares about YOUR work?

A HARD TRUTH

If nobody hears you, and remembers you, and takes action on your message, then you have failed to make a difference.

SO HOW DO YOU GET PEOPLE TO REALLY LISTEN?



In a distracted world, how can you be heard and remembered?
How can your messages be acted upon?

It can be a crushing experience to see your best efforts die because they were not good enough. Yet far worse to have best efforts die because you were never even considered.

THE FIRST 9 SECONDS

We live in a social world, one in which it takes relationships to get noticed and get things done. And those relationships start with introductions.

“But hold on”—you might be saying to yourself—“There is more to me than I can summarize in a single sentence.”

Yes, agreed, no question. There is no way you can cram the full spectrum of yourself and your offerings into 9 seconds. But the reality is that we are all overloaded, and our brains are becoming hardwired to skip over anything that doesn't immediately capture our interest.

Not liking this doesn't make it any less true.

Relationships, lasting growth, and loyalty require time to build and nurture, with repeated effort over a period of time. But we live in a world in which you might only get 9 seconds before someone gets distracted or checks out. If you want to build relationships and lasting growth and loyalty, you must succeed in those first 9 seconds.

Until people know you, they won't stay focused for long. In a crowded, competitive space, you only have a moment to introduce yourself.

In other words, *you must fascinate the goldfish.*

◀ In a world with a 9-second attention span, you must create messages that work harder, to fight against distraction.

THE FIRST 9 SECONDS ARE LIKE A DOOR

Imagine you're standing at a door. This door stands between you and every other busy, distracted person. It separates you from all those people with whom you want to connect: Your customers, your co-workers, your manager.

If you tap listlessly on the door, it won't open. The person on the other side won't answer. You lose the chance to open the door to sell your products, promote your company, or build your own reputation.

But ... if you knock the right way, the door swings open wide.

Use your first 9 seconds in the right way: Knock persuasively. Get people to open the door. Once you've opened the door, you can start the pitch, and the relationship, and the long-term sales.

The first 9 seconds isn't your only time. But it does earn you the next 9 seconds. And the next.

And so on until you have a relationship.

◀ If your customer only has a 9-second attention span, then your two greatest enemies are:
1. Competition
2. Distraction

*Like it or not, this is the new reality.
Instead of resisting it—embrace it. Figure
out how to win in those first 9 seconds.*

THE FIRST 9 SECONDS

In any introduction, you will not win in the 9 seconds by being quiet. You will not win by blending in or staying under-the-radar. And you will definitely not win by ignoring your natural competitive advantage.

In a crowded, competitive environment, the most fascinating option always wins. Always.

Unrecognized greatness cannot win. Greatness can only win by being noticed and remembered. And in a competitive and overcrowded world, the same is true for you.

You will win by using your Personality Brand.

Your Personality Brand is your key to standing out in 9 seconds.

YOU CAN CONNECT IN THOSE FIRST 9 SECONDS. YOU CAN WIN, IF YOU USE YOUR NATURAL, HIDDEN FASCINATION TALENTS.

DISCOVER WHAT MAKES YOU FASCINATING

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