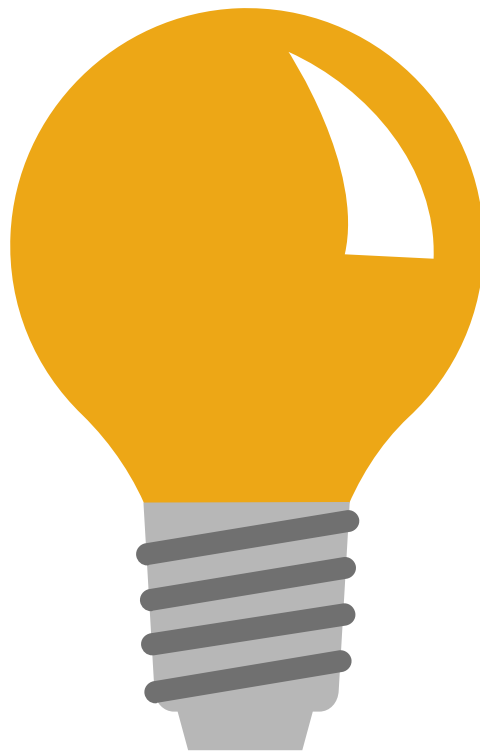




HOWTOFASCINATE
CREATED BY SALLY HOGSHEAD

7 WAYS TO SELL A BIG IDEA



BY SALLY HOGSHEAD

Small ideas are ordinary.

Big ideas are rare.

Yet having a big idea means nothing, if nobody notices or cares about it.

If you have a big idea, it's your responsibility to get people to notice and care. That's true whether you are delivering a newsletter or a church sermon. You are the guardian of your message.

Whether you are selling a product to a client, or selling yourself in a job interview, YOU need to stand out.

Your IDEAS need to stand out, too.

WANT TO SELL BETTER IDEAS?

It starts with getting people to notice and care about your ideas in the first place.

Ideas will die a cold and shivering death, without ever fully coming to life, unless you know how to get your listener to sit up and take notice. This is true even if you are shy or reluctant. It's your duty to help your important message be heard.

This is especially true when you're working with a team. The more clearly you understand each person's individual communication style, the more effectively you can develop and sell ideas together.

HERE'S HOW TO SELL A GREAT IDEA (AND EVEN TURN IT INTO A KILLER ONE):

It's not enough to have a great idea. You also have to sell that idea to others.

If you believe that you have a message worth listening to, then you have a responsibility to get your message out into the world, and to get people to take ACTION.

Do you have big ideas that you want to sell?

Does your team need bigger ideas to succeed?

You can do it. It begins with making your ideas fascinating, by applying the seven “Advantages” of fascination.

Once you understand how your listener responds to your communication, you can see which “Advantage” you should use to get them to take action.

There are 7 different Advantages of communication:

INNOVATION

PASSION

POWER

PRESTIGE

TRUST

MYSTIQUE

ALERT

Each one gives a blueprint for how you communicate with others, and how you’re most likely to successfully sell your idea. First, let’s start with the Innovation Advantage.

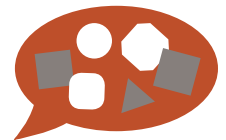
INNOVATION: Make it clear up front that your idea does not follow the usual path. Help them prepare for something unfamiliar and new. You might describe it as “groundbreaking” or “provocative” or even “unmissable.”

Tip for applying Innovation: First, find out if they truly want something groundbreaking. It might be that they just want a meat-and-



potatoes idea. If that's the case, it's better to know up front. If you share ideas that are "too new," your listener might not be in a mindset to be ready and willing to embark on something new with you. Sometimes, people simply do not want a creative idea. You can beat your head against this reality by trying to change their mind, but it's usually easier and more cost effective to find a different audience. An idea that's undesirably new will waste your time and credibility. Once people affirm to themselves and to you that they do, in fact, want a revolutionary idea, you're a big step closer to selling that idea.

PASSION: Most meetings start off with superficial pleasantries. To apply the Passion Advantage and get your listeners excited, don't begin with discussion that's stiff or stilted. Be authentic and human. Before you present the idea, help your audience warm up to you and your idea. If they're evaluating your idea through the lens of nitpicky numbers, it will be difficult for them to feel an emotional connection.



Tip for applying Passion: For instance, you might create a short slideshow of images that will evoke a stirring emotion, and then match the photos with a redolent song.

POWER: Find one aspect of the idea about which you feel very strongly. It's okay to be reserved in your presentation, but avoid being perceived as non-committal (or worse, wishy-washy!).



Tip for applying Power: Develop your opinion into a definitive point of view, so that you can explain your point of view with clear conviction.

PRESTIGE: An idea is only as valuable as its ability to solve a problem. To apply Prestige, help your audience envision how your idea will bring fame and fortune.



Tip for applying Prestige: For instance, if your client wants to become well known as a thought-leader in his industry, you might emphasize

how your idea will earn media coverage, which will garner accolades for him both personally and professionally.

Are you starting to see how this works? You're probably noticing that some of the Advantages feel more natural than others. In the workplace, support your team in selling bigger ideas. Make sure everyone knows the personality advantages that help them communicate. (We'll help you make this easier than ever. More on that later.)

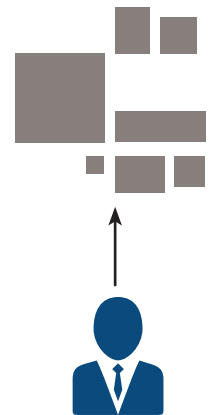
TRUST: Build credibility around your idea right from the start. Help your idea feel less unfamiliar by providing as many familiar reference points as possible.

Tip for applying Trust: Demonstrate how others have used similar approaches-- and succeeded. Look for case studies in your category. Your idea might seem foreign and scary on the surface, but underneath, demonstrate how they're actually bolstered by proven approaches. The more thoroughly tested, the better.

MYSTIQUE: Give a calm, unruffled analysis of why this idea makes sense. With Mystique, you're selling the steak, not the sizzle.

Tip for applying Mystique: Don't build up too much, or you could risk turning people off with the perception that you are exaggerating. Avoid hyperbole ("This is the greatest idea ever!!!!").

ALERT: When presented with different options, it's easy for someone to go with the "safe" idea. However, "safe" ideas are usually boring. In the marketplace, boring is risky. Boring ideas take just as much money to bring into reality, but rarely get traction. It can seem counterintuitive to sell an innovative idea using Alert, because Alert is all about safety. However, in a rapidly changing market, inaction can be quite costly. Boring is a risk.



Tip for applying Alert: Don't just focus on the upside of executing a big idea. Also focus on the downside of a small idea.

WHICH APPROACH WORKS BEST FOR YOUR TEAM?

Your personality has a certain natural approach. You communicate in a certain way. You sell ideas, and products, and yourself in a certain way.

How do others respond to your communication?

What are your advantages, and pitfalls?

What are the advantages and pitfalls of your co-workers and employees?

When everyone on a team understands each other's communication style, your team is more likely to develop, sell, and execute brilliant ideas.

Having a killer idea means nothing, if you can't sell it. Before your idea can become reality, people must notice and care. And for that, you must know how to fascinate people.

How does the world see you, at your best?

What form of communication makes them most likely to buy into your idea... and *you*?

LET'S START A CONVERSATION.



THE LEGAL STUFF... *we'll keep this quick for hyper efficiency!*

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