

CAREFUL PRECISION

**A L E R T**



**HOWTOFASCINATE**  
DISCOVERED BY SALLY HOGSHEAD

ARE YOU ALERT?

*you prevent problems with care.*

# WHO YOU ARE

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**PROACTIVE • ORGANIZED • DETAILED**

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# HOW TO USE ALERT

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

# WHAT WILL HAPPEN

- By fascinating with alert, 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

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