Meet your 7

FASCINATION

triggers

WHAT IS A TRIGGER?

A trigger is a deeply-rooted means of arousing intense interest. Each trigger provokes a different response.

YOU HAVE SEVEN TRIGGERS:

POWER
LUST
MYSTIQUE
ALARM
PRESTIGE
VICE
TRUST

Let's take the triggers
one-by-one, shall we?

POWER

Why We Focus on the People and Things That Control Us

If you effectively trigger power

YOU WILL CONTROL OTHERS.

They will defer to you and your message.

LUST:

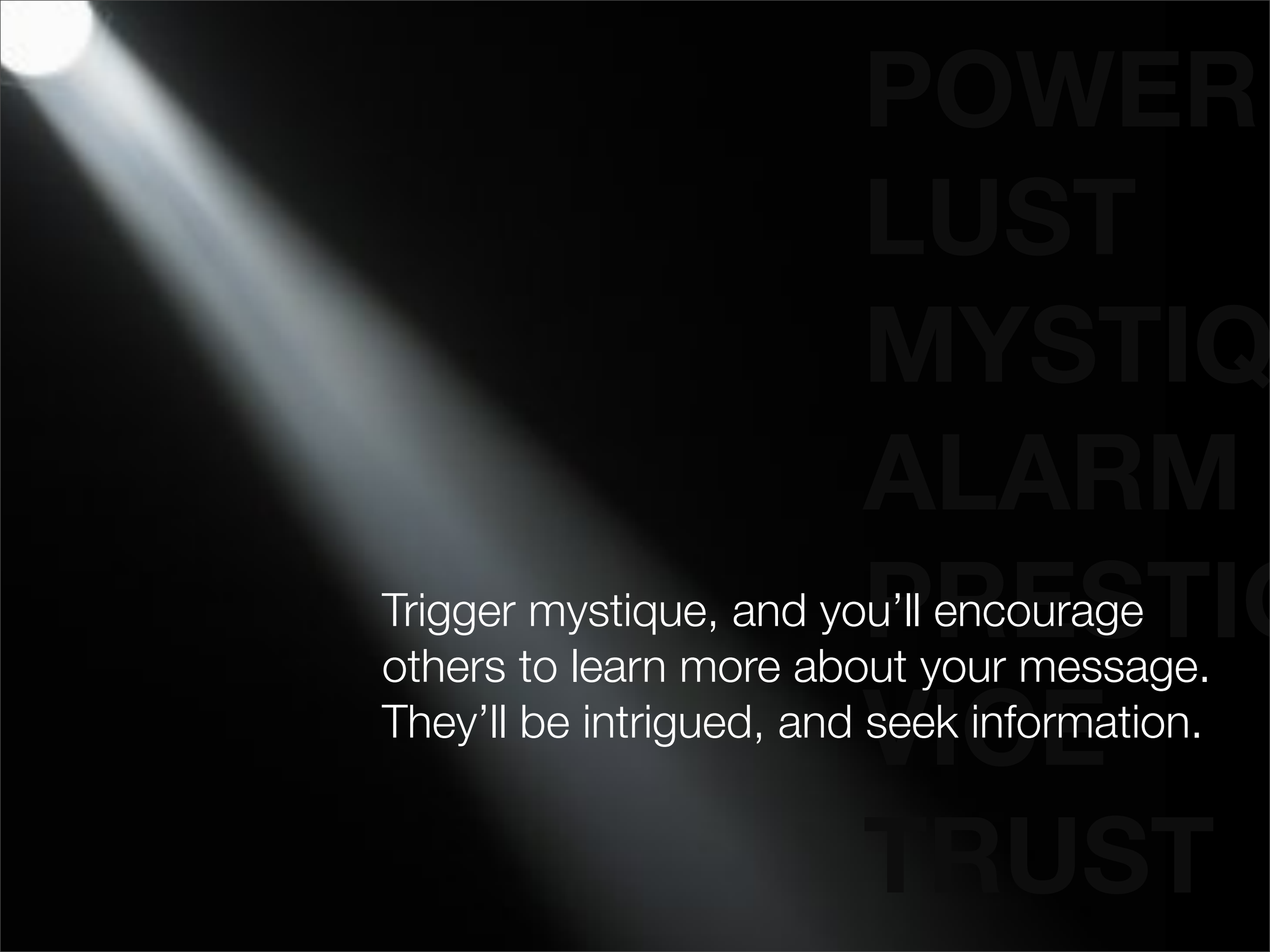
Why We Crave the Experience of Pleasure

If you trigger **LUST**
you will draw others closer.

They will **CRAVE** your message,
WANTING **MORE**
& MORE
until satiated.

MYSTIQUE:

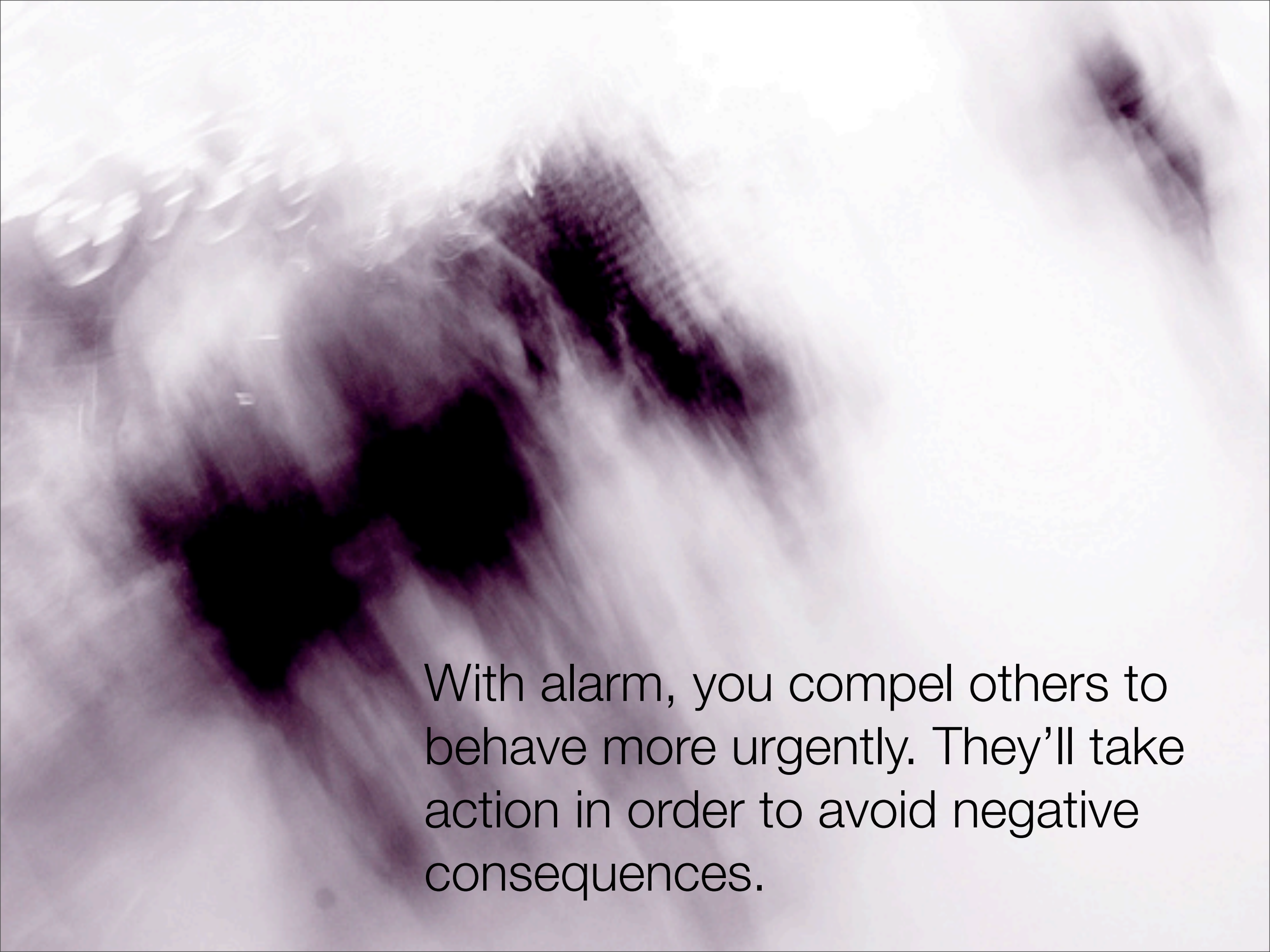
Why We're Intrigued by Unanswered Questions



Trigger mystique, and you'll encourage others to learn more about your message. They'll be intrigued, and seek information.

ALARM:

Why We Take Action at the Threat of Negative Consequences



With alarm, you compel others to behave more urgently. They'll take action in order to avoid negative consequences.

PRESTIGE:

Why We Fixate on Symbols of Rank and Respect

A message with prestige will elevate you above others, inspiring covetousness or envy.

Why We're Tempted by "Forbidden Fruit"

By triggering vice,
your message will TEMPT
others to deviate from their
usual code of conduct.

THEY'LL ACT OUTSIDE OF STANDARD HABITS OR NORMS.

TRUST: *Why We're Loyal to Predictable, Reliable Options*

WITH TRUST

your message will

COMFORT OTHERS,
RELAX THEM,
AND BIND THEM

more closely to you.

Each trigger leads to a different response.

You'll select triggers depending on the audience, and your desired result.

POWER
LUST
MYSTIQ
ALARM
PRESTIG
VICE
TRUST

By mastering the triggers,

your ideas become
more memorable.

Your communication becomes
more compelling.

Your marriage becomes
more lasting.

POWER
LUST
MYSTIQ
ALARM
PRESTIG
VICE
TRUST

And, **YOU** *become more influential and persuasive.*

Whether you realize it or not, you're already using these triggers.

THE QUESTION IS:

are you using the RIGHT TRIGGERS,
in the RIGHT WAY, to get your desired result?

This book will show you how.

www.SallyHogshead.com