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- How to captivate your readers and customers with wonder, awe, and fascination
- How Marilyn Monroe captivated the world with what's known as a wet voice... and then you'll see how you can apply it to your business.
- How to keep people on the edge of their seats... waiting for whatever it is you're selling... and then happily buying few to no questions asked.

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Derek: Hey everyone, it's Derek Halpern from SocialTriggers.com and welcome to another Social Triggers Insider Master Class.

Today you're going to learn how to captivate your readers and customers with wonder, awe, and fascination. And *fascination* is the key word because with me during this discussion is Sally Hogshead, who helps Fortune 500 companies and startups develop messages that influence people. Which essentially means be careful because Sally can get you to do anything.

Sally is also the author of a book called *Fascinate: Your 7 Triggers to Persuasion and Captivation*, which is a must-read book for anyone in the persuasion business – and trust me, everyone is in the persuasion business. You always need to convince people to do something whether it's buy your products, read your content or share your ideas. That's why you're in the persuasion business. So Sally, you with me?

Sally: I am here, Derek. I'm happy to be able to chat with you today.

Derek: Hey, I'm really excited that you're doing this. So, you know what, we got a lot of content to jump in. I hope everyone is ready to take some notes. Let's just jump right in.

Sally: Let's do it. I'm ready. Bring it on.

Derek: Alright, great. So before we start sharing some of these fascination tips, let's talk about how you came up with this whole methodology. I know you conducted a ton of research, and in your research you found these fascination triggers. So what I'm really saying is this: what we're about to share with you today isn't opinion, it's fact. And the main reason why I want to emphasize this is

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because when a lot of people give advice, they don't back it up with research. But you're different – you do back everything you do up with research. So tell us about that research today.

Sally: Great. We've studied a thousand people around the country with quantitative research; we've tested 75,000 people to help them understand what makes them fascinating. But there's a story that I want to tell you that really gives you an insight about why fascination is the most intense form of persuasion. Years ago, when I first started studying this, I found an academic journal, and in the middle of an article about attention spans and how they've shortened over time it described a piece of information that struck me. It said one of the oldest words in written language was the word *fascinair* from ancient Latin. And *fascinair* meant to bewitch or hold captive. And so I thought, you know, that's kinda cool. It sounds sort of dark and sinister. I'm intrigued. Tell me more. So I did a little bit more research and I found that in ancient Rome, Fascinus was the god of fascination, and he was so powerful that they had 30 vestal virgins that worshipped him. Now, I always wondered what the vestal virgins were. It turns out they're women who have to remain virgins until they're 27, which sounds like a total buzz kill if you consider that the average life expectancy was 25.

Derek: Yeah, that's not a life I'd like to live.

Sally: Yeah, so I continued looking into this and what I found was if we look at this concept of fascination, and even the word of fascination, that it continues all the way throughout history, all around the globe, through ancient Rome, over to ancient Greece, to Mesopotamia and Constantinople. The Salem Witch Trials were not about witchcraft; they were about fascination, about holding somebody captive so that they were powerless to resist. All the way through until Sigmund Freud in 1921. He describes fascination as a hypnosis. It's almost like a bondage.

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And I began looking at this language that people were using to describe the phenomenon, the state of fascination: to bewitch, to cast a spell, to hold captive, to hypnotize. And I thought, this is very different than the way we think of persuasion today. We normally think of persuasion as a set of techniques. But what if we can look at this from an instinctive point of view? And I found that if we look at it through the lens of neurology and biological anthropology, all of the answers of persuasion are right there. It's consistent around the globe, across time, through cultures. Everyone could be fascinated by the same triggers.

And once I identified this system of triggers that lives deeply hardwired within our brains, I began to study it, and I began to look at the academics behind this, I started at embarking upon my own research. I did marketing studies with a global marketing firm. And I've been testing people now, these 75,000 people in our initial tests at FScoreTest.com, to understand what makes them persuasive. And I found that it's a system, a system that's very predictable. It's very controllable. You can predict exactly how somebody will respond to certain forms of persuasion based on the 7 triggers that I outline in my book.

Derek: Cool. So, let's just really break this down for a second. If you're listening to this Social Triggers Insider Class and you're thinking that this might not work for you, you're probably wrong. Based on what Sally just said, this has been in existence for thousands of years. It's been shown in all different walks of life and you have the data to back it up. You said that you have data from 75,000 people.

Sally: Yes, and I'd like to build on something that you just said. You talked about how some people think that they can't be fascinating. Here's the deal -- everybody can be fascinating. In fact, I propose you already are fascinating. I propose that you don't learn how to be fascinating, you unlearn how to be boring.

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You're born fascinating, and then you learn how to be boring over the course of your life. But it's when we are being our most fascinating that we can create our moments of intense emotional focus from people. They're not thinking about their Blackberry, their voicemail, their e-mail, their tweets, their retweets -- they're only thinking about you. They're just thinking about your message, about what you're selling, about what you're communicating. And in these moments they're more likely to fall under your influence; they're more like to obey you; they're more likely to trust and respect you. They're more likely to fall in love with you and with your ideas. So these moments are at the very crux of creating any kind of relationship and results.

Derek: Alright, so on that note, we just have to say BOOM. You have to be listening to the rest of this audio class. I mean, I'm sitting here, I've read Sally's book like 3 times now and I can't wait to hear what she has to tell us. So I hope you're all ready. Now you want to just jump in to your fascination system, the fascination toolbox. I think in your book you call it the *fascination arsenal*. You mention that there are 7 fascination triggers. I want to have a second to talk about each of them. So let's just start right at the top. You're ready to do this?

Sally: Yeah, I'm ready. Bring it on.

Derek: Alright. So the first fascination trigger is one that I truly love, which is quite funny considering what this trigger is, but you had mentioned that there is a woman who fascinated millions of people with what you called her "wet voice." Her name was Marilyn Monroe, and after reading your book, I agree -- she was the personification of your first fascination trigger. And that trigger is *lust*. Can you tell us a little bit about Marilyn Monroe, how this applies to business, and then I'd like to take a brief moment to talk about how this might apply online and to individuals.

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Sally: Great. When you see something you want, whether it's something to eat or it's a business proposal that you like, your mouth literally waters.

I learned this from my conversations with psychologists that when we see something we want, our mouths become literally wet. The saliva increases. So when we hear somebody's voice that feels wet, that feels like they have a lot of moisture in their mouth, it makes us feel as though they're happy, they're pleased, they're anticipatory. We unconsciously respond to this because we want to be close to them. It triggers within us, unconsciously, the feelings of lust or passion.

Marilyn Monroe was a master at this. And when people have gone back and analyzed her voice to try to understand what it is about her voice that has this ability to instantly captivate millions of people, it wasn't the pitch, it wasn't the tenor, it was the fact that Marilyn Monroe always sounded like her mouth was wet. She always sounded like she was in a state of pleasure, like she wanted to be listening, she wanted to be talking and interacting with the viewer. And so here's what she did -- imagine if I take my voice and I come very close down here towards the microphone, you can start to hear the sound of my mouth much more closely.

And what Marilyn Monroe did is that she had a gift for being able to whisper almost as though she was talking to you from across a pillow, and that made viewers or listeners feel as though they were close to her. It was fascinating to them because, unconsciously, without even realizing it, they were responding to this deeply hardwired trigger of lust.

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Derek: You know what's funny? And I have to be honest here, and I probably shouldn't admit this in public, but I know there are other people that are listening here that just felt it -- I actually felt my body state change when you did that example. Like you actually could feel your hearing almost change when the voice lowers in that way.

Sally: Mmhm, it does. And here's the counterpoint to that: when you're in a state of stress, the moisture in your mouth goes away. That's that feeling of dry mouth that you have right before a presentation or when you're trying to make a point to your boss and you can tell that he's not buying into it. Your mouth goes dry, and the listener unconsciously picks up on those cues. The listener starts to feel the stress that you feel and they start to back away. That kills the sense of passion that was connecting you a moment ago.

So it's very important. Point number one is that this is one of those millions of cues that we unconsciously read and send in every face to face interaction or every time we communicate. Point number two is that brands and messages, social media messages, can start to give themselves – I'm using air quotes here – they can create a “wet mouth” by sounding like they're in a state of pleasure by using more adjectives, by using more video, by giving more descriptive cues, by making it feel as though, instead of just acting within a style of announcement, of giving data and facts and rational decision making, to instead do what Marilyn Monroe did: draw people closer, bring the message down, make it more human, make it across the pillow, and when you do that, you inspire closeness and emotion.

Derek: Alright, I dig it. I dig it. Now, let's talk about how an individual, a small business owner, or a freelancer can use this type of lust in their business. You don't want to, obviously, if you're doing someone's web design for them, you

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don't want to be activating this lust trigger with your wet voice per say. How can you use this in a way that makes sense?

Sally: That's an excellent question. Now, what I've learned in my research is that while businesses can use lust, people use passion. So, I want you to start to think about this a little bit differently; think about it in terms of passion. You want your customers to be passionate. You want them to be advocates. You want them to take your message and repost it. You want them to retweet you. You want them to join in and participate in conversations. It's that advocacy that helps small businesses drive past their competitors who have bigger budgets.

So, small businesses must have advocates and fans and lovers and champions. That's what helps drive sales and bottom line growth. So, we can't have lukewarm customers if we want to succeed. So, instead of having lukewarm customers, we want to create this passion or lust. One of the first ways that we can do this is to tap into what our customer is passionate about. Define what those things are that create a feeling of excitement and emotion and warmth within our customer.

And I'll give you an example: I recently checked into a hotel, named the Iron Horse Hotel, and as I was checking in right next to me, I looked to my left and they had a second check-in booth. This check-in was for dogs. And it had a check-in for each dog that was arriving as a guest that day. They had the names of the dogs. It said: "The Iron Horse Hotel welcomes VIP pooches." And then it listed their names – you know, Rover and Bailey and Cody and so on – with doggy biscuits. Now, it was a tiny little detail and it probably only cost them fifty bucks to do it, but the imagination of that really sparked emotion within me. I wasn't traveling with a dog, but if I was that would create an instant feeling of closeness not unlike Marilyn Monroe did when she would whisper across to the

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microphone – that it makes people feel as though the barriers have dropped, the connection has begun, and you already have a relationship.

Derek: Yeah, I dig it. I think that's a really good point. And the one thing I also want to call out is that when you're looking for these passionate users as a person, part of finding passionate people is making sure that you don't attract the people who aren't passionate – and I talked about this with Ramit Sethi in the call that I did with him – when you're looking for that passionate audience, it's less about making every one of your people passionate, but more about finding the people who are already passionate and cultivating those people. Do you agree?

Sally: I can't even tell you how much I believe that. I say, “stand out or don't bother.” The point is not to attract as many people as you can because people who are apathetic about your brand actually hurt your brand because you're spending marketing dollars trying to talk to them. We don't have enough money in our budgets. (I could be wrong. There could be people out there who can afford to have target audiences that are going to be nonresponsive to their marketing message, and congratulations if that's the case). My clients, they can either afford to be the most fascinating or they have to have the biggest budget.

So, you either have to be the most fascinating, the most provocative, willing to generate conversations, to create talk value, to create buzz and all those wonderful yummy, delicious things that come out of social media success or you have to increase the size of your budget in order to have bigger reach and frequency and awareness and all those traditional ways of marketing.

Derek: So, what the real big picture idea is: if you want to be David and you want to slay Goliath, fascination is how you do it.

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Sally: Mmhm, that's right. Right between the eyes.

Derek: Alright, cool. Now, I know we're running a little long. Let's jump into the next fascination trigger. And I have to say – this is my favorite trigger. Every time I give a presentation compare content, I'm always thinking about how I can activate this trigger because I personally know how powerful it is. I know you know how powerful it is. And to the listeners: when you activate this trigger, you can keep people on the edge of their seats, chomping at the bit, waiting for a product release, waiting for your next piece of content, waiting for whatever it is you're about to release. And this trigger is called *mystique*. And now Sally, you're the master of mystique. Tell us all about this.

Sally: Mystique is about not knowing the answers. If I give you a puzzle, your brain is not going to be focusing on the pieces that are there. Your brain is going to be focusing on the pieces that aren't there. Now the problem is in marketing and in social media, we tend to oversell, we overstep, we overstate. Instead, when we keep things a little bit more mysterious, then we draw people closer. They want to interact with us. I have a question for you Derek: is there a particular example from the book that you'd like me to talk about as an example of how this mysterious mystique works?

Derek: Yes. So, first before we really jump into the specific example, let's talk about the Information-Gap Theory from George Loewenstein and why people like to fill those puzzles. So, mystique is proven. It's built into our psychology. When people see one plus x is equal to two, they're going to automatically say x is one. They're going to want to fill that gap because it's based on this information-gap theory. But let's talk about the specific example – and that is Jägermeister.

Sally: Woo!

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Derek: Jägermeister is really interesting because you make a very clear point that nobody likes the drink but everybody was ordering the drink.

Sally: Everybody was ordering the drink, raising the sales of Jägermeister 40%, yet when you go back and you study the people who order the drink and drive it up to being one of the top spirit brands in the world, very few of those people actually like the taste. And so I wanted to understand this. How can the drink be so successful if nobody actually likes it? And that goes against everything that we think of. Why would you read a blog that you hate? Why would you follow somebody whose views you don't agree with? And what I found was the reason why people order Jägermeister is not because they like the taste, it's because they love the brand and they love the experience.

And, in fact, the more somebody dislikes the taste of Jägermeister the more they're apt to order it because it almost becomes a bonding experience. Maybe you've had this experience where it's late at night, you're with your friends, somebody says, "Woo!" A shot of Jägermeister, and everybody kind of has to swallow hard, but then the shot glasses show up and together you do it. It's like the Iditarod of Drinking. You ever have that experience?

Derek: Well, I can't say that I drink in public.

Sally: Behind closed doors all night. So, I said to a bartender one time, "so what is it that gets people to drink Jägermeister if people don't like it?" He said, "well there's drunk and then there's Jägermeister -drunk." And he described it as the way a woman might have a pair of Jimmy Choo shoes. It becomes a badge. It says something about you to people around you, that you're the kind of person who

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drinks Jägermeister even though the stuff tastes like kerosene mixed with battery acid.

Derek: So, that's a good point. So, people were doing it for the experience, and they were wondering. But I think you also had a little mystique where people didn't know what was in Jägermeister, right?

Sally: And that's the mystery. The mystery is what is Jägermeister made of? Everybody knows that it has ingredients, but because it being imported from Germany, they don't have to release it. The FDA does not know the ingredients. Some of the people who work in the American offices of Jägermeister do not know the ingredients because they're that closely guarded. Some people say it has valium. Some people say it has opiates or Quaaludes. Nobody knows exactly, but it's the fact that the brand doesn't communicate that that makes people that much more eager to learn. And make people want to experience it because it feels like it's some kind of voodoo potion.

Derek: Yeah, there was a study –and I wish I had a source for this and it's escaping me –but I remember the general idea: there was a shampoo that was released in, I think, China where they said this shampoo has the x vitamin and it was a complete mess up. Do you know that story I'm talking about?

Sally: I don't know the story, but I can see where you're going with this.

Derek: So, they have x vitamin, and some guy did it as a big joke, and it accidentally went to shipping and shipped this shampoo with this x factor, essentially. And the company was really mad, and when they redid the shampoo and took out the x vitamin, or whatever it was that was basically completely made up, people wrote in complaint letters saying, what happened to this particular

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thing and they were all confused that it didn't even mean anything. But they ended up putting it back on the bottle because people wanted this imaginary mystique.

Sally: Oh awesome! And you know here is the lesson that we can learn from brands like this: when we're trying to communicate a message, any kind of a message, we need to be provocative. You can't put things out there in shades of grey. Sometimes you need to focus so much on making sure that you have a distinct inimitable experience, that you're creating not just the utility of your product, but you're giving people something, sometimes something to love, but sometimes something to hate, and the more you do that, the more you whip up the energy and the frenzy of fascination around your brand and that's where marketing dollars start really getting multiplied times a hundred because then you're not doing the work by paying for media; your fans are doing the work.

Derek: Yeah, actually let's just leave this mystique trigger with one quick anecdote. And I think you'll like this. I think one of the big personifications of mystique as a person is Howard Stern. Everyone hated him, but everyone listened to him for one main reason – they wanted to know what he would say next. And that kind of had mystique built into his brand.

Sally: Right! Great point! So always make sure that you don't pull the curtain back immediately. Always make sure that you have a little bit that you're holding back and make people curious to step closer. Make them work to find out about you and your brand persona.

Derek: Exactly! Great tip! Now let's just move right along to the next fascination trigger. This is really interesting and it actually goes against what economists would view as rational. Where you could tell people that there's a pot of gold

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waiting for them, they just have to get it. Chances are they won't get it because a benefit like a pot of gold is not enough. Not only do you have to tell people why they want something or what they could get from you, you have to tell them a reason why they should do it right now. It's not just about benefits. It's about telling people why they should do something right now. Now, Sally, I know you talk about this in your book and you had mentioned about why people procrastinate and how the *alarm* trigger – the next fascination trigger – helps prevent that. Can you tell us about that?

Sally: Yes, you know that feeling that you have been unconcerned about a deadline or a project or maybe taxes are due and it hasn't elicited any emotion. You've had a very hard time focusing and suddenly you realize the deadline is imminent and your time is ticking down. And suddenly you snap into focus and your brain immediately becomes completely consumed with meeting the deadline.

This is the alarm trigger. It's one of the most powerful and most primal of all the triggers because you can steer somebody's behavior to do things that they don't necessarily want to do, such as lose weight, by giving them the negative consequences, such as heart disease or not looking good in a bathing suit. The alarm trigger is the one that makes us pay taxes because we don't want to go to prison. It's the trigger that makes us wake up early when we'd rather sleep late because we don't want to have our boss glare at us. It's also the one we use with our kids when we say: "You have to eat your dinner or you're not going to get dessert."

Any time somebody imposes a threat of negative consequences, it makes it much easier for us to focus just on that thing. It becomes urgent. The way that we can steer this proactively, this sense of urgency in a positive way is by imposing things

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like deadlines. You can do this on a website – if you say, “I’m giving away this product, but it’s only going to be available for free for 24 hours.” And, of course, you’ll see that the downloads spike because people don’t want to miss the deadline. Even though, rationally, they may not otherwise download it if there weren’t a deadline. We also see this with things like QVC – there are only 10 left in stock. Or we can use it on Twitter if we say the first 10 people to retweet this message will get a free blankety-blank. It’s any time that we give a deadline, a consequence, or a sense of scarcity, like on eBay when the clock is ticking down. You might bid more than you otherwise would be simply because you get caught up in this alarm trigger of “I don’t want to miss out.”

Derek: Now, this is also – I know you’ve seen it in your testing, but also copywriters have known this –but this all really stems from the work of Daniel Kahneman and loss aversion and how people are more scared to lose out on something than they are to gain something new.

Sally: Mmhm. Mmhm.

Derek: And the alarm trigger is really about taking advantage of that fear of loss. You know when there are only 10 left there are people thinking, “I’m going to miss out on one of the only ten left!”

Sally: Right, even if you didn’t know that you wanted one of those ten. I mean, we’ve all had the thing happen that if we see something in an infomercial and they tell us that there are only 10 left, then suddenly we start saying, “you know a snuggie, that does look pretty comfortable.”

Derek: Yeah, exactly.

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Sally: So the way that we can use this is to point out problems. Get people uncomfortable with what happens if they miss out. The more that somebody can acutely feel the negative consequences of not buying or connecting with you the more likely they are to have this loss aversion.

Derek: Okay, cool. So, let's just keep moving along.

Sally: Bring it on. Bring it on.

Derek: The next trigger is... you know what, let's just start this off right because when I heard about these fascination triggers, the story you used to describe it had me cracking up. I couldn't even believe it. And the trigger is called the *prestige* trigger and how prestige helps persuade people. And we all know about prestige. We like prestigious things. But the story you told is going to blow everyone's minds. Tell us about the now infamous tulip hysteria.

Sally: I'm going to tell you a story about tulip hysteria, but first I'm going to tell you a fact about salt so that you understand the story about tulips. Let's take a look at salt. Now, most people buy Morton's salt. The reality is that Morton's salt is the exact same as generic salt, but Morton's salt can charge 187 times as much because it has earned a reputation. It has prestige over generic salt. Now using that same principle, that if somebody has an emotional connection to prestige towards a product or utility, that they'll pay more money for it. Now, let's take a look at tulips. In my research, I found that in 1636 the world saw its very first economic bubble. The bubble was not like a housing bubble or a dot com bubble, but it functioned exactly the same way. But in this case, instead of being about stocks or houses it was about tulips. The prices of tulips actually became so high that the tulip that was planted in front of a house could be worth more than the house itself.

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So, in other words a tulip, a single tulip bulb, the exact same as the tulip bulbs we have today – these tulip bulbs could be worth millions of dollars. People would cash out their entire retirement fund simply to be able to buy tulip bulbs because this hysteria set in on the tulip market and suddenly people began to covet tulip bulbs. Nobody knows exactly why it happened. It's one of those crazy cultural things. It was a quirk that, just like dot com stocks, the value started rising a little bit, a little bit, a little bit more until pretty soon it had taken over the entire market. In fact, there was in one receipt that had been discovered, somebody traded a single tulip bulb for 4 fat oxen, 12 fat sheep, 4 tons of butter, a thousand pounds of cheese, a complete bed, a suit of clothes, a silver cup, and large measures of rye, wheat, beer and wine. That's what was recorded.

The reason why they paid so much is because this irrational desire to own these beautiful exotic tulip bulbs gripped people much as it did with Japanese business men who collected pieces of art for millions of dollars, then the value crashed for 90% in the same way the value of tulip bulbs. Of course the value crashed because there was no utility to back it up. It was a false economy. But it demonstrates how for all of us we're willing to pay irrational sums of money when we are under the grips of the prestige trigger.

Derek: Yeah, and to bring this up again Ramit Sethi had mentioned that he's able to charge 100 times what his competitors charge for products and consulting or whatnot mainly because his content really is prestigious. He doesn't use the word prestigious, but he really builds up the fact that his content works and he's able to charge that 100x because of how prestigious his content is. So that's like a good real life example of someone who is using prestige as a consultant.

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Sally: That's a great example and all of us can do that. Prestige is about perceived respect. The more that you respect something the more that you are willing to pay, and the more you are willing to pay the higher the price can be. So in other words, if people respect you, if you are able to elevate the value of your goods in their eyes, then you can charge more money. A lot of times, this isn't necessarily correlating with how much that product is literally worth. Just like Morton's is not literally worth 187 times as much as regular salt, tulips were not literally worth millions of dollars. But as long as the perception is there, as long as you add value in some way, then the economic model is that you can charge proportionately for it.

Derek: Let's just be very clear – you don't want to raise your prices just to extort as much money from people as possible. You want to make sure that the price is in line with the results that you can deliver to your clients, right?

Sally: Absolutely! But let's talk also about how we can raise those results in manageable ways, ways that all of us can do. One example you can do on your website is to own a signature moment. Find one place in the user experience that you could seriously kick ass. Now this could be that you focus on the graphics when somebody arrives; that you pay that extra amount of money so that when people arrive they instantly have a sense that there is a distinctiveness and sophistication with the design.

Or it could be that you always comment personally, every single time. That would help raise the prestige. It could be that if you have an ecommerce site, the check-out function is flawless and smooth and innovative – that would use the prestige trigger. The point is that you own some moment of the user experience. If you're a brand or product, it's the same way. It could be the check-out at the register or it could be the way you're greeted when people walk through the doors of your

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retail location or it could be even the way you invoice after you've done some consulting, just find one way to wildly exceed expectations.

Derek: Is that why you use the “Hogshead” logo?

Sally: That's funny, yeah! Oh, that's great. You know what, that actually leads us to vice. What Derek is joking about is that you can go to my website, and at the very top of my website where it would normally have a very traditional conservative headline, it whispers something to the user. It says, “A hogshead is a barrel that holds 62 gallons. So what's your name, smartass?”

Derek: And her website is sallyhogshead.com, but we'll talk about that towards *vice*. I just wanted to bring that up.

Sally: Yeah, that's prestige. In a way, vice.

Derek: So, we've talked about the prestige trigger. Let's talk about this next trigger. The power trigger. And for this I've got two words: sushi dictator. Let's hear about it.

Sally: Sushi dictator. There's a restaurant in LA named Sushi Nosawa. When you walk into Sushi Nosawa, it's not a beautiful restaurant, it's not even really a clean restaurant. They focus only on the sushi. And when you sit down to the sushi bar the sushi chef has 100% control. The chef is the absolute authority. You're not allowed to look at a menu. You're not allowed to order a bowl of rice and you're definitely not allowed to order a California roll. It's not for beginners. And in this sushi bar, the chef has complete dominance. You simply turn to him and say, “I'm ready to begin,” and he begins serving sushi. If you ask for a fork, you're shown the door. His coat simply says, “trust me.” And in this domain, that sushi chef is

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able to charge more money and have more loyal customers, not because he gives coddling service and it's not because they have beautiful lush surroundings, it's because the quality of the food pays off. His expertise. But it's also the treatment that people love having a leader, and at a certain level people enjoy a sense of dominance. They like to relinquish the control and have somebody else tell them exactly what to do.

Derek: I want to interrupt real quick.

Sally: Yeah, please.

Derek: I have a personal trainer. I know how to work out. I actually did a lot of training in college. I don't need a personal trainer. I have a personal trainer so I can show up to the gym, be 100% mindless and be told what to do.

Sally: Yes! And when that happens, when you have that interaction with your personal trainer, the serotonin levels in your brain actually change because when you're being told what to do you instinctively, without even realizing it, in the presence of a leader that you admire, you relinquish the control and you take a more submissive position. Now, that doesn't mean that you give up control. What it means is that you're imbuing them with the control, allowing them to command the environment. It is deeply hardwired.

Experiments, over and over, have shown that we want to have leaders. There's a great experiment that took place by a biologist named Michael Platt. He showed in the laboratory that when he took rhesus monkeys he offered them a choice. They could either have a drink of their favorite beverage or they could look at pictures of the so-called celebrity monkeys in the tribe, the ones that were the alpha monkeys, the ones with the most power, the most respect, the most

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beautiful mates. And what he found was that monkeys would rather look at pictures of other leader monkeys than they would their favorite treat. In fact, when he took these alpha monkeys, the ones who were in the pictures, he offered them the same choice of a delicious treat or looking at pictures of other alpha monkeys, the alpha monkeys would rather look at the alpha monkeys.

We are programmed the same way. We like having leaders. We like looking at leaders, which is why we read *People* magazine or *Fast Company* or *Ink*.

Whatever it is you read, that's why you're instinctively drawn to it. And it's also why certain leaders have an ability to command and control and fascinate us and influence our behavior.

Derek: Cool, so now let's just break this down for the people who are listening. Let's say you're a small business website – what is one way that you can trigger power? As a small business owner, what would you suggest?

Sally: I got the number one right here – opinions of authority. You must have opinions of authority. You must be able to say to your customers, “if you only have one dollar, you must spend it here.” You must be able to articulate your beliefs in a way that allows you to assume a position of authority, that you are the expert, that you are the answer, that it's not up for discussion, it's black and white, you are the end. When you communicate your opinions of authority through your website, through your newsletter, through your marketing messages, through your social media, when you communicate what you believe in a strong authoritative stance, other people automatically respect you. They automatically give you command and control. Exactly the way you describe your personal trainer.

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Derek: Exactly. And you know what, that's one of the main reasons Social Triggers was able to take off so quickly last year. It's because I would only write about things where I could give people a black and white scenario, and that polarization, that confidence is what attracts people to my site and what actually tries to get people to hire me. For just that reason. Because you have that black and white scenario and you're willing to take a stand. It's not about presenting a balanced argument. It's about presenting the only solution to an argument.

Sally: That's an awesome example, Derek. And you do a spectacular job of that. And so I wanted to say – anybody, you shouldn't take a black and white stance on something that you don't believe in wholeheartedly. But we all have certain beliefs that we can really stand on. You know that you could get on a rant about that, you could get in front of a little flip cam, shoot a video of yourself for 30 seconds talking about why customer service has deteriorated and how you believe it needs to come back. Post that on YouTube. It doesn't have to be something like you're taking a stance on a political issue. It doesn't even have to be something that your competitors are talking about. It just has to be something that you can be totally confident in.

Derek: Exactly. Alright, cool. Let's just jump now to the next trigger. We're running a little long, but this trigger is worth the wait. People just love doing things they're not supposed to do. It's human nature. If I see a red button that says don't press it, I'm pressing it 3 times.

I'm always going to press that button. And you know what – chances are everyone listening to this will have to fight with themselves about whether or not they should press that button. And this is where this trigger comes into play: the *vice* trigger. Let's talk about that.

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Sally: - You know what, we're going to talk about vice, and then next we're going to talk about trust because vice and trust are opposites. The vice trigger is the reason why you do things that you're not necessarily supposed to do. It's the reason why you love surprise. It's the reason why your brain is fixated on things that feel new and novel and innovative. It's because our brains don't want things to always be the exact same way. We look for things that deviate from the norm. Sometimes that deviation comes in the form of a trip to Las Vegas, where what happens in Vegas stays in Vegas and that's fascinating.

But there are other ways that brands and people deviate from the norm, like for example – Groupon developed a whole new model of couponing. They took something that was established and taken for granted, they reinvented it using social media and digital marketing, and in doing so they used the vice trigger. It's rebellion if you think of rebellion as taking something that's part of the status quo and then flip it upside down and find a different way to look at it.

Rebellion is great for small businesses because it allows us to compete more aggressively with smaller budgets. If you want to compete against a competitor who has a bigger marketing budget, you have to use innovation on some level. And that's the vice trigger.

To contrast that, on the other end of the spectrum is the trust trigger. Trust is the exact opposite. It's about predictability. It's what creates loyalty through stability, reliability, dependability. It's that comfortable feeling of knowing exactly what's going to come next. It's why we order the same dish in a restaurant, why we sing along to songs that we've heard a million times, why certain people we go back to them again and again, like an accountant or a dentist. It's not necessarily that they're the best. It's that we know them. They are a known entity.

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So, the power of the trust trigger is that it has built patterns in our brains. It has built patterns of expectation. So, small businesses can use trust by finding ways that they can establish patterns and not break those patterns ever because surprise shatters trust. One way that we can do this – have a message that’s fascinating. Have a message that’s surprises, that makes people laugh or provokes, but always make your deliverables boring. Do what you say when you say you’re going to do it. If you say you’re going to post on Monday morning, always post on Monday morning. If you say you have a 30-day guarantee, make sure that there aren’t loopholes in that.

Derek: Yeah, you know what’s really funny – I just want to make this a really good comment – if you want to succeed at anything, all you have to do is do what you say you’re going to do. And maybe do a little bit more. And you’re going to find out that people are going to be really, really appreciative of the fact that you’re going to do what you say you’re going to do in the time that you do it. And if you give them a little bit extra, they’re going to feel indebted to you and feel really satisfied with your service. And you kind of talk about that more as the trust trigger.

Sally: Right. Exactly. There are ways in which you can manage a customer’s expectations so that you can always exceed them. One of the ways to do that is when you talk about your relationship with your customer. It’s easy for us in a social media world, with a 9-second attention span. As my research has shown that it’s easy for us to think of customer in terms of hours or days or months, but if we talk to our customers as though they are entering into a relationship with us for decades, it changes the way that we talk about them and also to them. It changes the style of communication. If we think that when we get a new customer we’re embarking upon decades together, and if you kind of plan this out, imagine if you’re offering an online information product, imagine that you’re planning a

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curriculum, that you could hypothetically say, “okay, so in 10 years, after you’ve finished the first parts, now you’re going to go on to the other part,” people start to think of you in terms of being embedded together in this long term path of purchase.

Derek: Yeah, for sure. I think that’s a really good point. Now we’re coming up towards the close of this call and I just wanted to ask you – what’s got you excited right now? What’s going on? What’s got you excited? I know we were talking about the fascination triggers which were, just to rehash real quickly, *lust*, *mystique*, *alarm*, *prestige*, *power*, *vice* and *trust*. Did I get all those right?

Sally: You did, you did. Nice!

Derek: Okay, so we talked about the 7 fascination triggers and how they apply in the real world, how they apply throughout time, and how they can apply to you guys, the listeners. But now I want to know, Sally, what’s got you pumped?

Sally: I’ve got to tell you – I have a secret project that I am pumped about, and it’s going to live at HowToFascinate.com, and I’ll give you the inside scoop. Originally, when we started testing people and personalities, I thought there were 7 different triggers, you know, 7 different ways to fascinate. These 7 triggers that we’ve been talking about. But, what I’ve learned is that every personality has a primary trigger, which is the way in which you’re most likely to persuade and influence, but you always have a secondary trigger. And the secondary trigger has a lot of effect and control over the primary. So there are actually 49 different personality types, I call them archetypes. And on this new website we’re going to be releasing the – you’ll be able to discover exactly what makes you fascinating in about 3 or 4 minutes. After you go through a series of questions, then we can

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reveal what it is about your personality that makes you most influential with other people and how to use that. And that will live at HowToFascinate.com.

Derek: Cool. So now, chances are when they hear this, this might already be up. I'm not sure when this interview will be going live. We have to work it out through editing. But HowToFascinate.com is going to be great. And where can I find your blog? That's SallyHogshead.com?

Sally: Uh huh – the Hog Blog is found SallyHogshead.com.

Derek: Cool. Hey Sally, I have to say thank you for doing this.

Sally: Hey Derek, cool. Thank you.

Derek: And also, for anyone else listening, if you haven't read her book, *Fascinate*, I highly suggest you read it. I read it. I bought it last year. I read the book as a hardcover. I recently got a Kindle. I then re-bought it on Kindle because it's one of those books that you can definitely reference later on in your life no matter where you are in your business, if you're working for a company, if you're running a business, if you're trying to go to a sales presentation. The fascination triggers is something that you can use. It could be something that you put in your toolbox as a way to help you get what you want in the situations that you want to get it. So, thank you, Sally.

Sally: Wonderful, Derek. Thank you so much.

Derek: Alright. And to everyone listening, thank you for listening to another edition of *Social Triggers Insider: The Audio Master Class* series that you could find for free at SocialTriggers.com. And on that note, I'll see you all later!