Book Review - Dr. Shyr Chui

Fascinate - Your 7 Triggers to Persuasion and Captivation

Sally Hogshead. HarperCollins 2010.

This one has been on my to-read list for a while and though the book is a little older now, I found it just as relevant to us today.

Bringing insider secrets from her experience working in the world of advertising and brand marketing, the author has produced an insightful work on what exactly captivates, persuades, fascinates and ultimately influences our decisions about life, people, love and of course purchasing.

In easy-to-read prose, the author demonstrates how 7 common triggers profoundly influence our choices giving several relatable and often amusing examples from research psychology and the advertising industry. Then, as we realize we too are not immune to these influences, she provides us with a framework to use the 7 triggers to improve our own persuasiveness and influence.

This might sound a little shady or even nefarious to some but when you realize how susceptible everyone is to these triggers you feel somewhat able to inoculate yourself and then inspired to harness these for positive benefit in your own life, work and society at large.

The 7 triggers:

Lust creates craving for sensory pleasure
Mystique lures with unanswered questions
Alarm threatens with negative consequences
Prestige earns respect through symbols of achievement
Power commands and controls
Vice tempts with "forbidden fruit", causing us to rebel against norms
Trust comforts us with certainty and reliability

Favourite quote:

"Nothing is, in itself, fascinating. When something activates a trigger, we're compelled to focus - whether we want to or not. Many fascinations revolve around things that are not in themselves "fascinating" or "unfascinating." Context and meaning determine whether a person or product is fascinating."

Who should read this book?
Anyone who wants to become more persuasive, captivating and, as the author puts it "become the most fascinating person in the room"

Rating 4.5/5*