



# 7 Ways to Persuade Online



**FREE**  
**Webinar**

**July 12**  
**7 pm to 8 pm**



# 6 Gold Hallmarks of a Fascinating Person, Idea, or Brand

- #1 Provokes strong & immediate emotional reactions.
- #2 Creates advocates
- #3 Becomes “Cultural Shorthand” for a Specific Set of Actions or Values.
- #4 Incites Conversation
- #5 Forces competitors to realign around it.
- #6 Tap Into (or Even Causes) Social Revolution.

Why do certain messages captivate,  
while seemingly equivalent  
deserving ones never get attention?

Consumers don't want to connect with brands. They want to connect with each other.

It doesn't matter what types of messages you create about yourself. What matters is how those messages are heard, remembered, and acted upon.

You don't need to create fascination from scratch. You can tap into what people are already fascinated by.



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# Think about

- Attract customers
- Prove why you are the best choice.
- Increase urgency for an immediate sale.
- Convince new prospects to switch to your product.
- Recommit them to being loyal (when they might otherwise move to a competitor).

# Hot buttons

- Fears
- Needs
- Hopes

# THE 49 PERSONALITY ARCHETYPES

## SECONDARY ADVANTAGE

PRIMARY ADVANTAGE

**INNOVATION**  
You change the game with creativity

**PASSION**  
You connect with emotion

**POWER**  
You lead with command

**PRESTIGE**  
You earn respect with higher standards

**TRUST**  
You build loyalty with consistency

**MYSTIQUE**  
You communicate with substance

**ALERT**  
You prevent problems with care

**INNOVATION**  
You change the game with creativity

**THE ANARCHY**

Volatile • Startling  
Chaotic

**THE ROCKSTAR**

Bold • Artistic  
Unorthodox

**THE MAVERICK LEADER**

Pioneering • Irreverent  
Entrepreneurial

**THE TRENDSETTER**

Cutting-Edge • Elite  
Progressive

**THE ARTISAN**

Deliberate • Thoughtful  
Flexible

**THE PROVOCATEUR**

Clever • Adept  
Contemporary

**THE QUICK-START**

Prolific • Thorough  
Diligent

**PASSION**  
You connect with emotion

**THE CATALYST**

Out-of-the-Box • Social  
Energizing

**THE DRAMA**

Theatrical • Emotive  
Sensitive

**THE PEOPLE'S CHAMPION**

Dynamic • Inclusive  
Engaging

**THE TALENT**

Expressive • Stylish  
Emotionally-Intelligent

**THE BELOVED**

Nurturing • Loyal  
Sincere

**THE INTRIGUE**

Discerning • Perceptive  
Considerate

**THE ORCHESTRATOR**

Attentive • Dedicated  
Efficient

**POWER**  
You lead with command

**THE CHANGE AGENT**

Inventive • Untraditional  
Self-Propelled

**THE RINGLEADER**

Motivating • Spirited  
Compelling

**THE AGGRESSOR**

Dominant • Overbearing  
Dogmatic

**THE MAESTRO**

Ambitious • Focused  
Confident

**THE GUARDIAN**

Prominent • Genuine  
Sure-Footed

**THE MASTERMIND**

Methodical • Intense  
Self-Reliant

**THE DEFENDER**

Proactive • Cautionary  
Strong-Willed

**PRESTIGE**  
You earn respect with higher standards

**THE AVANT-GARDE**

Original • Enterprising  
Forward-Thinking

**THE CONNOISSEUR**

Insightful • Distinguished  
In-the-Know

**THE VICTOR**

Respected • Competitive  
Results-Oriented

**THE IMPERIAL**

Arrogant • Cold  
Superior

**THE BLUE CHIP**

Classic • Established  
Best-In-Class

**THE ARCHITECT**

Skillful • Restrained  
Polished

**THE SCHOLAR**

Intellectual • Disciplined  
Systematic

**TRUST**  
You build loyalty with consistency

**THE EVOLUTIONARY**

Curious • Adaptable  
Open-Minded

**THE AUTHENTIC**

Approachable • Dependable  
Trustworthy

**THE GRAVITAS**

Dignified • Stable  
Hardworking

**THE DIPLOMAT**

Levelheaded • Subtle  
Capable

**THE OLD GUARD**

Predictable • Safe  
Unmovable

**THE ANCHOR**

Protective • Purposeful  
Analytical

**THE GOOD CITIZEN**

Principled • Prepared  
Conscientious

**MYSTIQUE**  
You communicate with substance

**THE SECRET WEAPON**

Nimble • Unassuming  
Independent

**THE SUBTLE TOUCH**

Tactful • Self-Sufficient  
Mindful

**THE VEILED STRENGTH**

Realistic • Intentional  
To-the-Point

**THE ROYAL GUARD**

Elegant • Astute  
Discreet

**THE WISE OWL**

Observant • Assured  
Unruffled

**THE DEADBOLT**

Unemotional • Introverted  
Concentrated

**THE ARCHER**

On-Target • Reasoned  
Pragmatic

**ALERT**  
You prevent problems with care

**THE COMPOSER**

Strategic • Fine-Tuned  
Judicious

**THE COORDINATOR**

Constructive • Organized  
Practical

**THE ACE**

Decisive • Tireless  
Forthright

**THE EDITOR-IN-CHIEF**

Productive • Skilled  
Detailed

**THE MEDIATOR**

Steadfast • Composed  
Structured

**THE DETECTIVE**

Clear-Cut • Accurate  
Meticulous

**THE CONTROL FREAK**

Compulsive • Driven  
Exacting



Digital  
Leader

## Persuades by:

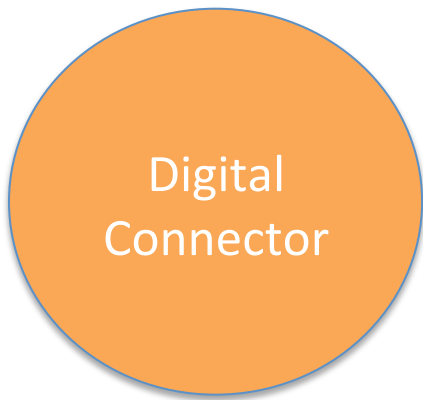
- Expressing opinions of authority.
- Give advice to customers.
- What will you do differently?
- Drives the discussion, sets the one, guide the conversation content.

# Margot Torres



Social media isn't just the wisdom of crowds. It's the wisdom of your crowd.

Start great discussions by asking great questions.



# Persuades by:

- Presents ideas with enthusiasm and conviction.
- Builds close relationship and become well-liked.
- Tapping into human need for personal connections and expression.

# Rey Baguio

**Digital Marketing Consultant**

The graphic includes a circular logo with a stylized 'b' in blue and green. To its right, a banner contains the text 'Digital Marketing Consultant'. The background is filled with various icons representing digital marketing concepts such as 'IT Services', 'E-commerce website', 'Google Analytics', 'Social', 'Lightbulb', 'Globe', 'Person', 'Music', 'Gears', and 'Social Media'.



When someone reads your message,  
they should “hear” your voice.

Write like you talk.


## Persuades by:

- Being attentive to the details.
- Communicating benefits but strongly emphasizes consequences.
- Imposing deadlines.


# Randolph Novino



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Digital  
Analyst

## Persuades by:

- Being objective and factual in presenting their ideas.
- Communicating point of views very succinctly.
- Don't make claims they can't back up.

# Donald Lim



The more you can intelligently observe people's online style, the more quickly you can fascinate them with your own.

Know when to talk and when to listen.

Digital  
Elite

## Persuades by:

- Expert on what's best in their field.
  - Their recommendation increases value of a product.
- Selling themselves (self-promotion).

# Randell Tiongson

**BE PROFITABLE. INVEST SMART. LIVE WELL.**

Learn the wisdom of handling your finances with the peace of mind.

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## **ABOUT RANDELL**

Randell Tiongson, RFP is an advocate of Life & Personal Finance. With his 25 years of experience in the Financial Service Industry - Banking, Mutual Funds, Insurance and Financial Planning, and Management Consultancy, he has become one of today's most respected personal finance coaches in the country.

Aside from his training and speaking endeavors, he is also a Director of the Registered Financial Planner Institute Philippines and also a strong advocate of financial education for the OFWs. He has given lectures in 12 countries outside the Philippines.



# Bo Sanchez



## BoSanchez.ph

Practical Soulfood For Successful People

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### Practical Soulfood For Successful People

***My Core Belief: We Don't Have A Clue How Great We Already Are And How Great We Can Become.***

Surprise! I've changed my website. No more photos. No more colors. No more distractions. I've stripped it bare and decided to focus on the meat of the matter: Article after article after article, I want this to be your ultimate source for *practical soulfood for successful people* on the internet universe. This simple yet massive website is filled to the brim, overflowing the best down-to-earth, inspirational articles you can ever find.

Some of you may be saying, "Bo, this website isn't for me. I'm not successful." Well, what's your measuring stick of success? To me, any human being who is striving to grow is already successful. Are you striving to grow? If your answer is YES, then welcome to YOUR website.

Through my articles, I want to change your measuring stick of success to a more accurate one. I want to give you a measuring stick that will encompass the deepest, most profound things that make us human beings. (That's why it's "Soulfood".)

One more thing about success: It's also pervasive. It can't be isolated to one area.

Social media isn't part of your personal brand. It is your personal brand.



Digital  
Rebel

## Persuades by:

- Being “unexpected” in their approach.
- Showing alternative ideas and new techniques or approaches.
- Being open to explore options.

# Chinkee Tan



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# Stand out or don't bother

Serious is ok. Boring is not.

If you're too cautious to spark  
discussions, stick to buying  
traditional advertising

Evoke a response.



Digital  
Authority

## Persuades by:

- Being consistent in messaging and style.
- Being familiar – leading to affinity (and sale).

# Francis Kong

Francis Kong

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## Who is Francis Kong?

Francis Kong has extensive work experience in manufacturing and retail. He founded a popular clothing company and ran a retail chain for many years. Last year, he delivered 336 talks, training sessions, and seminars both here and abroad.



Broadcaster



Writer



Entrepreneur

Were you able to find what you were looking for in my site?

Yes

Yes Eventually

No

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and you'll earn their respect.

Bring something new.



TO BECOME MORE  
SUCCESSFUL, DON'T  
CHANGE WHO YOU ARE.

*BECOME MORE*  
OF WHO YOU ARE.

# To Do

- Know your Fascination Advantage® Archetype to improve your communication approach:
  - Take test at <http://bit.ly/fascinateprofile>
  - Get the following:
    - Your Primary Advantage
    - Your Secondary Advantage
    - Your Fascination Advantage® Archetype
    - Your Dormant Advantage

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