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Fabienne: Hello there and thanks for joining us for another episode of the Play a Bigger Game Master Class. This is Fabienne Fredrickson, Millionaire Business Mentor and Founder both ClientAttraction.com and AttractClients.com, where you can receive your free audio CD, How to Attract all the Clients You Need, at no charge. It's my tree. Again, that's AttractClients.com, and welcome to the Play a Bigger Game Master Class.

To reach that next bigger level of greatness and professional success, you must be willing to step outside of your existing comfort zone and make the changes that seem to threaten your safe way of being, knowing that you are always safe anyway. There is no other way to jump from your current small fishbowl into that bigger fishbowl or the ocean that awaits you. Through these classes and the conversations I share with my guests who are all playing their own bigger game, the Play a Bigger Game Master Class is focused a hundred percent on you finding the inspiration, courage and personal best practices to do the same. Consider it a required curriculum for success.

My guest expert today is Sally Hogshead. Growing up with the last name "Hogshead" would give anyone an unconventional point of view. After graduating from Duke University and starting in advertising, Sally was named the Most Successful Junior Copywriter of all time. At age 27, she opened her first agency and went on to conquer the worlds of branding and marketing.

Sally's first book was *Radical Careering: A Hundred Truths to Jumpstart your Job, Your Career and Your Life*. She toured the country as a spokesperson for CareerBuilder.com teaching how to apply strengths at work. Her next book, *Fascinate*, was published around the globe earning Sally a frequent spotlight in major media including The Today Show and the New York Times. The press described Sally as a marketing icon who has changed the face of North American advertising.

In 2013, Harper Collins will publish Sally's new book *How the World Sees you* from First Impressions to Lasting Value. Welcome Sally.

Sally: I'm so happy to be here Fabienne. Thank you.

Fabienne: I am too. I feel like we're kindred spirits, and I just know that this is going to be a juicy conversation.

Sally: I am going to promise this is going to be a juicy conversation. I have been thinking about having the chance to talk with you and talk about client attraction



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and how we can become more fascinating, not only to our clients and our prospects, but to all the people that we work with. So, I'm excited to be able to dig in and get some great nuggets.

Fabienne: Before we dive in, I'm going to ask you a whole bunch of questions because I find what you do fascinating, no pun intended. I always like to get the Cliff Notes, one or two sentences on how you got to do what you're doing today. What's your brief history and how did you get to know what you know now?

Sally: All of us work in a competitive environment. We have to be able to stand out in order to immediately make an impression, but when I was growing up this was especially true because when I was seven years old, my sister was the number one ranked swimmer in the world. She had a world record. In the same year, when I was seven years old, my brother was accepted into Harvard, and then my sister went on to win three gold medals and a silver in the Olympics. So, if you can imagine, here I was seven years old, and I was trying to figure out, "How am I going to stand out? What can I do?" I couldn't do athletics, and I couldn't do academics because those trees had already been peed on. So, I was trying to think, "What can I do to become fascinating?"

I decided that I wanted to do dance. I really wasn't very good at dance, but I loved it and my teacher pulled me aside one day from lessons and she said, "You know Sally, you're really not very good, but you've got a little special something." She gave me a solo in the dance recital, and I remember in my seven year old mind, I was so psyched because in my head, this is going to be my chance to finally be fascinating and be able to stand out and do something that my siblings couldn't do.

So, it was the big night and I ran onto stage, and I took my pose as the music started and the lights came on. My heart swelled, and I totally forgot my steps. The music went off, the lights turned off, and I never took another dance lesson ever again, ever. I remember in that moment, I made a decision. In my seven year old head somewhere, I made a decision I never wanted to stand out again. It was years.

This is one of those things that shut me down for so long and it was a rediscovery process of being able to put myself out there and find those parts of myself that were fascinating, that were different, that were unique, that were no like everybody else to embrace that and to own that. I think all of us at some point, especially women, we have a moment where something like this happens. For me it was a dance recital, but for somebody else, it could be trying to start a company



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in a difficult economy and failing. It could be broken up with. It could be failing on a major project or even trying out to a play, trying to succeed in a sports team. Whatever it is, at some point as we're growing up, we try something with our whole heart. We authentically love the idea of ourselves succeeding in this situation, and if we fail, it can just kill that part of ourselves.

We take the most fascinating part of ourselves and we put it in a box, and we lock it away and we decide that we need to be safe by being boring. So, when I look back not only on my life but also on the clients that I work with to be their most successful, you can't succeed by blending in. You can only succeed by finding those parts of yourself that are going to be your unique advantages.

Fabienne: This reminds me of when – I so relate to this. I grew up in France, and when I was ten, we moved here. My parents separated. My father stayed in France. We moved here, and ten years old is just before junior high, which by the way was the most hellish time of my entire life, and it got worse. There was bad stuff after, but it just felt like the worst ever. It was an incredibly interesting time to move and to not fit in at all.

I remember saying to my mom – France is kind of seen as pretty stylish chic place. I remember coming up to her on day. I was probably like ten or eleven, maybe twelve, and I said, “I want you to take me to Kmart. I want to buy some clothes there.” She says, “Why do you want to buy clothes at Kmart? I can take you to Macys.” I said, “I have to buy these particular shirts and these particular shoes, and mom I don't want to hear from you that they're ugly. They are ugly, but I cannot not blend in anymore.” The pain of standing out was excruciating. I didn't want to – in your words – fascinate. I wanted everything but. I wanted a vanilla look.

That kept going with me for many, many years until I just couldn't – in my twenties and especially in my thirties and now in my forties, all I want to do is stand out and be my most authentic self, interesting journey.

Sally: Do you find that's true in your personal life and also in your career?

Fabienne: Right at this moment, there's a campaign that I started for an event that I'm doing called Monetize your Message, and where I literally sent an email saying, “I am coming out of the closet and I'm scared as all get-out, but I need to let you know who I really am, and I'm a deeply spiritual person and I'm a spiritual marketer, and I'm scared to tell you this because you won't find me credible or professional anymore even though I have a multi-million dollar business and I have clients all



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over the globe and all of the same, but I can't not be my most authentic self in my business. So, for however deep the fear of criticism, the fear of rejection, the fear of whatever it is, however deep that feels, I have to come out of this spiritual closet and be my most authentic self in business."

The very interesting thing Sally is there has been no push back. If anything, if people have said, "This is so refreshing. Thank you. I feel the same way," or "I knew you always were." It sounds like you're interviewing me, but yes, it's happening all over my life and it is amazing.

Sally: I love hearing that because it's so consistent with who you are and your brand, but you have built your company around your core personality advantages, those parts of your personality that aren't just strengths. They are unique advantages. There are ways that you can leverage. That really is the ultimate way to monetize your message like you were saying with your event. To monetize your message, you have to be able to say something in a way that's at the best and highest use of your personality.

As entrepreneurs, when we can find these parts of ourselves, these hard-wired aspects of our personality that are not only attractive to our client, but they're willing to pay more for and to be loyal to us for and refer us for, then we can start to build a business that's not just profitable, but is more fulfilling and reaching our ultimate success.

Fabienne: Yes, would you tell me, share with us your 49 archetypes? When I took the five minute assessment recently, and I realized what kind of archetype I am, I felt understood and I felt, "Yes, that's me," and I also felt like it's okay to not be anything else but that. The more that I am that which I truly am, the more attractive I will be in the world and the more happy I will be, and the more meaningful my life will be. So, I think it's important for our students on the line in this Play Bigger Master Class to share what you have to offer and take us through this assessment and everything that's attached to it.

Sally: I'm the founder of a company called Fascinate, and we study what makes people fascinating. We've test 130,000 people, and our research has been published in fourteen languages. We study something different than most other companies study. For example, if you've taken a test like Myers Briggs or Strengths Finder, these are great tests. They tell you something about how you see the world, but what matters today isn't really how you see the world. It's how the world sees you.



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So, our assessment is measuring, evaluating your personal brand. How does the world see you? How do clients see you? What first impression do you make with others? You find out once you can identify some of these core advantages, then they can become more of that.

So, our system is founded on the brain's neurological of why we're attracted to certain people and not others, and why we listen to certain messages and not others. We found that there is seven different categories. One of the categories, for example is passion. You're fascinated by passion. When you're with somebody who you immediately connected with them, they're social, they're participatory, they're enthusiastic, they like to be able to bond over ideas, they like experiences.

On the other hand, another trigger that we're fascinated by is trust. Trust is about consistency and reliability. It's what we know. It's the feeling of familiarity and comfort that comes from habit, or a favorite dish or that sweatshirt that we always reach for in the closet that we know and love.

These are two of the seven triggers. When you start to combine these triggers they form archetypes, and what we found is there are 49 different archetypes, and once you identified what somebody's archetype is, you can begin to predict how they're going to not only attract clients, but how they're going to sell, how they're going to persuade, how they're going to influence.

So, the archetypes for example include the beloved or the secret weapon, the provocateur, the mastermind, the ringleader, the connoisseur, the architect, the blue chip, the subtle touch. Each one of these is a different personality type, and when somebody takes the assessment, it only takes about three minutes or so, but at the end, we've honed the scoring to the degree that in just three minutes, we can identify how the world sees you.

I'm excited because I know that you just took the assessment yourself. What was it like for you, the experience of taking it and discovering how the world sees you?

Fabienne: Well, one, it was very quick. I have taken other assessments that take a half an hour, which is not a lot of time to begin with, but three to five minutes is absolutely doable, and the process was easy. It was set up in a way that I could say, "Oh, that's totally me," or "That's totally not me," and sometimes in between. So, it made it really simple. It was clear cut, and it was easy to understand.



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Then, when it told me what my archetype is, I was like, “Yes, of course.” I have been using that word about myself my whole life. I’ve always said to people, ‘My favorite thing to do in the world or what I get the most satisfaction from is to be a catalyst in the eyes of others, in the lives of others.’ So, then to be that to be my archetype, of course it was like, “Yes, I resonate.” It’s everything that I’ve always wanted to be.

Sally: Let me describe to your listeners because the people who are going to be on this call that are going to be listening to this, they know you. They know how they see you and they know why they’re persuaded by you, why they want to engage with you and be involved with you. So, what the assessment does is it gives language to that. It takes all those intuitive traits, and it starts to identify exactly how you can leverage that.

What we find when we look at your personality, when I look at your score, the archetype is the catalyst, and the things that are your main strengths are that you are social, you’re engaging, you’re out of the box in the way that you think about things, you’re experimental in that you have an adventurous spirit in trying new things. You’re independent. You don’t like to be boxed in or micro-managed, and you’re intuitive. You’re able to feel what other people are feeling, not just rationally think about it.

You wouldn’t succeed if somebody gave you a spreadsheet and sat you down and said, “Sit down, focus on this spreadsheet, crunch these numbers.”

Fabienne: You’ve got to be kidding me. I would run.

Sally: Yeah, there are a lot of personalities that that would be their competitive advantage. That’s exactly what they want to do all the time, but it’s key for you to know that that’s never going to be how you’re going to provide the best and highest use of your personality. The best and highest use of your personality is being outgoing, experimental and out of the box. So, the more that you can put yourselves into situations with clients, with partners, with employees, with managers in which you’re rewarded for being outgoing, experimental and out of the box the more that you’re going to reach your highest potential and the more fulfilled that you’re going to be.

This is really the key of your fascination advantage as the catalyst is that if you think about the term catalyst. A catalyst, you might remember from science class is an agent that starts something. So, you are great at envisioning what something



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can become. You see breakthroughs, and you create those breakthroughs with people.

What a catalyst is not necessarily good at is implementing or executing. So, it's really important for the people around you to know that one of the best ways they can support you is as you envision a future that they can help you do the nitty-gritty application day to day of making sure that things actually move through the pipeline and are executed because that's not the best and highest use of you.

Fabienne: That is exactly why I have a team of ten people including my husband Derek have taken the Colby Strength Finder. Everyone on the team, we have them all posted on a whiteboard, and the entire team is made up of implementer and executors, and I'm the one who is the quick start, the person who begins things, who woos, who's got the ideas and the breakthroughs, and the only one who wants to be on the stage.

So, just that itself, intuitively knowing that I had to surround myself with people who implement has been one of the reasons why I've been able to create what I've created in my business.

Sally: If you worked with another person who had a similar archetype as you, you would have a really good time. If you've got two personalities that have a primary passion, they can have an awesome conversation and, "Oh my god, me too, really what are you doing?" exclamation point, smiley face, but they're not necessarily going to execute. So, as you're talking about teams that you want to build where you can be most effective, you're not necessarily going to be the most effective with somebody with whom you have the same chemistry and rapport. Sometimes, you need to find people who have distinctively different traits than you do so they can help you optimize your strengths, and you can help them optimize theirs.

When you work with clients, it's going to be important for you to make sure that the people that you attract to you are wanting to work with you because of the fact that you're outgoing, experimental and out of the box because if they're coming to you mistakenly thinking that they're going to get something from you like a methodical or intense or hyperfocused type of result, you would not be set up to succeed. In fact, not only would you not be happy, but you would probably fail in the environment, and that's something that's so critical for us to know as entrepreneurs.



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We have to make sure that we're attracting the right clients, not just any clients, not just the clients who can pay, but the clients that are going to want to refer people to us that are going to reward us for our natural strengths.

Fabienne: I have created systems for everything. There's the Client Attraction system and the Mindset Breakthrough system and Embrace your Magnificence system and the Monetize your Message system, but once I've created it, it's done and now it's more about engaging people to create those breakthroughs and then they can go through the systems. I think that's – if I were to teach the minutia on a daily basis, in fact anytime I had a business where I had to go too deep in doing the same thing every day, I walked away from it.

I find it very interesting. This is the Play Bigger Master Class, and this is a very interesting tool to play bigger because as I understand it from talking to you, when you know yourself and how the world sees you, then you can turn up the volume on who you are and naturally, you play a bigger game that way.

Sally: Let me describe what I mean by the term fascination because this isn't just about being interesting. This is about being able to use your core personality advantages to attract people to who you naturally are.

Fascination is an intense emotional focus and when you're fascinated by something, you're completely immersed in that moment. So, think about when you're watching a movie and you're totally involved in the story line and the characters. Time seems to fly by. You're not thinking about your inbox or the meetings that you have next. You're just thinking about that.

When we look at the brain on an MRI, when the brain is in a state of fascination, it opens up into this state of relaxed happiness. It's that feeling of being in the flow when you're working and your brain is not experiencing doubt or confusion. You're just in that zone where the ideas seem to come because you're effortlessly focused.

In the same way, in your business when you can achieve this state of fascination in your work, when you can use the strengths that are most effortless for you to use, then you're building your business around the way that you're naturally going to communicate and persuade.

When an athlete is fascinated, we call that being in the zone, and when an athlete is fascinated, this is when they can reach their core performance. They can jump higher, leap further, because their brain is completely focused in the same way



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when we're working with clients. If those clients are buying from us, coming to us for the things that we most naturally do, this is when our careers feel effortless. We stop feeling doubt. We stop feeling confusion and we're not distracted. We don't have that feeling of not knowing which direction to turn in.

So, once you understand the fascination advantage that your personality authentically expresses to everybody, it's almost like having a halo. There's a term you may have heard the halo effect. The halo effect describes the brain's tendency if we have one piece of information about somebody, a positive piece of information we immediately form a positive impression of them overall, and in the same way when we meet somebody, we constantly are creating this halo effect with our clients. We give them a little piece of information and then from that, they can extrapolate a whole reputation, a whole aura of what we represent.

If we know what queues we're giving off, if we know what subtle imperceptible queues that we're constantly giving in our voice, in our body language, in the way we dress, in the way we write and speak and present our ideas, then we understand why people are going to be most likely to be persuaded by ourselves. We call this a fascination halo. We identify people's fascination halos through their archetype.

Fabienne: So, what if someone - there are many, many people listening to this right now that will want to take the assessment and find out what archetype they belong to. Once they do, then what? So, I'm a catalyst. So, then what do I do with this information? What's the practical, logical next steps that people can take to create greater success, meaning fulfillment in their lives and in their businesses using this information? What's next?

Sally: That's a great question. The first thing that's most important to understand is that we live in a world with an incredibly short attention span. In fact, a recent study said that the attention span may only be nine seconds. If it's true that the average attention span is only nine seconds, what this means is that when we introduce ourselves, we have to know how to frontload our value and immediately understand how to communicate ourselves.

We have a program called the Win the Moment, and Win the Moment is a step by step system to be able to articulate exactly why somebody should work with you so you can make a really powerful first impression whether it's a meeting or a first date. Once you understand how you communicate yourself, the next step is to understand how do you build the team around you. Who should you partner with? Who should you hire? Who should you not hire?



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Then, it's about understanding your clients, your customers, your vendors. How do you understand what archetype they are? So, we created a field guide that helps you be able to predict what somebody else's archetype is based on the queues that they give off.

Finally, it's marketing. How do you market your company so that you're building your strengths instead of trying to be something that you're not and putting your marketing dollars into something that's actually not selling what you really provide?

Fabienne: Which is it's right in line with what we're doing. I have found that in terms of marketing, the more I can be on a stage, be in front of video, be on calls like this, be in front of people, the more clients I attract, the more of the ideal clients I attract. So, it's really about – it goes right in line with our message here at ClientAttraction.com, which is to be your most authentic self and to don't go against the grain and when you are your most authentic self, that's when you attract your best clients.

Sally: Yes, I have to tell you, I love the way you have created your brand and your community around who you are. It's just such a perfect example of everything that I believe. So, few people have done it as well as you have Fabienne. When we study personalities, we see that you can trace this all the way back through your life. You don't learn how to be fascinating. You unlearn how to be boring.

This is something that we all need to struggle with every day. How do you unlearn how to be boring? The example that you gave of going to Kmart and buying shirts and shoes that were ugly, or me running off stage that I forget the steps – we've all had those moments in our lives, and we have to constantly push ourselves to unlearn how to be boring.

Fabienne: I think that what my job really is, is based on your words, day in and day out, I find that I teach people how to unlearn how to be inauthentic in how they show up with their clients, in their marketing message, in how they close the sale, in what they say about their businesses. It's always for me about peeling away the layers. I just spoke to a client. Our conversation was actually a catalyst in her life, and I'm always talking about creating defining moments and we realized that this one hour call was a defining moment in her entire career, and for several years, she was pushing a boulder up a mountain being in a business that was selling things that she didn't feel her heart was in. The marketing style she was using wasn't hers, and there was nothing about the business that was authentic to her even



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though she's a fantastic marketer, and a fabulous, wonderful person. It was all inauthentic.

So, we just started peeling away at that, and went to the core of who she is, what she loves to do, how she's wired, and what she would do anything and pay anything to be doing in her life, and there it was. So, she's going to turn a business where she was struggling for several years, if we're going to be honest into a very profitable business in these next twelve months. Why? Because she'll be giddy. She'll be her real self doing what she really loves to do.

I think many people discover that there are a lot of should, and people should just stop shoulding all over.

Sally: As you're talking, I'm having an epiphany that I want to share with you. I think this is really cool. A lot of times, people think the opposite of being fascinating, they think is being boring. The opposite of fascinating isn't boring. As you're talking, I'm realizing the opposite of fascinating is being inauthentic, because being inauthentic is – if we're going to be as exciting and captivating and persuasive and attractive as who you already are. The more authentic you can be, with all those quirks and oddities and strange little wonderful, exquisite, glorious ways that your personality stands out, the more that you can be that for your clients and everybody in your world, the more that you're naturally going to be able to bring in exactly the right people and exactly the right revenue.

Fabienne: I have chills absolutely everywhere in my body as you said that. I do believe that the opposite of fascinating is not boring. It's being inauthentic. I use Weird Al Yankovich in my work all the time because I think—

Sally: How do you use him?

Fabienne: I always talk about you have to be your most authentic self, and stop trying to be somebody that you're not, and when you are your most authentic self, you naturally become successful. I say, "If Weird Al Yankovich could be as successful as he was as well-known around the world, for he didn't even create his songs, he just changed a few words, but he was," if we're going to use your words, "fascinating to look at it in the eighties because he was unapologetically himself." I think he was a spiritual teacher in that sense.

If you look at the people that – Lady Gaga, absolutely fascinating and she is herself. She is not putting on an air. The same thing with Katy Perry, same thing with Oprah Winfrey, same thing with Richard Branson – if you look at the most



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successful people that we can't take our eyes off of it's because they are the most authentic version of who they really are, and the more they become so, and I'll bring up Oprah Winfrey one more time. It's when she said, "When I stopped trying to be Barbra Walters and I started being Oprah Winfrey, that's when I started getting to be successful."

So, that's what I do with people even though it's called Client Attraction, they market authentically in a way that fascinates.

Sally: There are some personalities that are more subtle than say a Lady Gaga, certainly personalities that their personality, their core advantage is that they're loyal and they're stable, or they're discrete or they're understated. They're nuanced.

So, I'd also like to get your thoughts. We find when we work with personalities that have a primary trust trigger, primary mystique trigger, there are personalities that don't like to be in the spotlight necessarily. So, they're not going to put on the blue Katy Perry wig, but they're going to have a different way of being able to build relationships by standing out by being steadfast and genuine.

Fabienne: You're describing my husband to a tee.

Sally: Really? We have to have him do the assessment. I want to know what his archetype is.

Fabienne: He's probably going to do it today, but you're describing him. This is a conversation he and I had a few months ago. We led this mastermind meeting, and I kept hitting him with my elbow saying, "You should say something here." I'm the person—

Sally: The catalyst.

Fabienne: Yes, the catalyst. We love to be together. We adore each other. We're together 24/7, and we wish we could be together more often, but he looked at me and gave me a look like, "Let me do it the way I want to do it."

Sally: And, be his authentic self.

Fabienne: Yeah, and of course, reluctantly, I backed down, and after he did an astrology chart reading, what came up was that he is a silent leader. His greatest source of power is that he's kind of like EF Hutton, "When Derek Fredrickson speaks." He



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doesn't speak all the time especially when he's around me because I don't leave a lot of room for it, but when he speaks, everybody listens.

That is his greatest power is this very strong but very quiet force, and this leader and it's this stable and this loyalty and I'm a marketer, so I have a tagline for my husband ever since I met him. Sara Lee used to have a tag line called, "Nobody doesn't like Sara Lee," and I say, "Nobody doesn't like Derek Fredrickson." I have yet to meet a person on Earth that doesn't like him, and it's because of all of these things that you just said. So, he's our example today.

Sally: I think that's part of finding what's authentic about yourself that it would be inauthentic for Derek to do something kooky, and in the same way for all of us. If you think about who you are at the core, when you take away all of these layers, and you unlearn how to be boring, you unlearn how to be inauthentic, the greatest value that you can add is to become more of who you already are.

Fabienne: Absolutely, and I think that's how you can turn up the volume on your success and play bigger the way I say, play that bigger game. It's because you give yourself permission to be all that you are.

Sally: Dolly Parton had a great quote about this. She said, "Figure out who you are, and then do it on purpose." Now, I wouldn't normally bring up Dolly Parton into this conversation, but she's done an amazing job of creating her personality brand around who she already is. There are lessons that all of us can learn from that. There are lessons that we can apply in our careers, certainly in our marketing, but even more so every time we communicate.

Our brains are incredibly good at being able to pick up on the queue of other people. We look at their face, and without even realizing it, we look at a thousand different signals and indicators about what are their intentions, what is it they want, what are they motivated by? If we can just learn to read these queues more accurately, to listen to what our brains are already telling us and to be able to not only communicate ourselves authentically, but to see other people authentically. Then, that's just how we build rapport.

When we go into a meeting to be able to have a feeling of resonance with people that we can have the conversation about business or about whatever message we want to share with them so they're not distracted by the zillions of different things going on around them in the world with this nine second attention span, but instead they're focused on us and the relationship and our message.



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Fabienne: That's what I think it all comes down to, absolutely. Sally, I could spend the next three hours talking to you. I'm loving our conversation, and I also know that lots of other people who are here on the line with us want to hear more about how they can take the assessment. I feel like everyone on Earth should take this. When you know yourself, that's the thing, know thyself. When you know yourself, you can be more successful, more happy, more meaningful, more effective. You can influence more and just live your life more fully.

So, they're probably curious. How do I get to take the assessment? Would you tell them where to go?

Sally: Yes, I will. Now, we're going to give a gift to the people who are a part of your community at Client Attraction. We're actually going to give them their own assessment, and they're going to be able to take it. Instead of me giving you the URL here in the conversation, I'm going to whisper it in your ear that you're going to be able to share it with them online to make sure that if somebody listens to this recording and we've closed it, that they don't feel like they're getting left out.

We are going to be creating a code that they're going to be able to use, and it's going to be open for a specific amount of time. They can learn more at HowToFascinate.com.

We have tons of research on there about all the different personalities, how you use this in first impressions and making sure that you're communicating in a way that's consistent with your personal strengths, and it's a pretty powerful way to shift from thinking how you see the world to starting to realize how the world sees you, and how you can apply this in your career.

Fabienne: Great, so they can go to HowToFascinate.com. Thank you so much. Before we – you've given us so much valuable information. Before we say good-bye, I always love hearing what people who play a big game, I love hearing their personal mantras. I love hearing things, quotes or thoughts or ways of thinking that inspire them to play bigger and step outside of their existing comfort zone. Do you have a personal mantra? Do you have something that – a little saying that's always been true for you in your life that you'd be willing to share with our listeners today?

Sally: Yes, I do. I have it hand-written by my nine-year-old daughter Azalea. It's up on my wall because she hears me say it all the time, and my mantra is, "The world is not changed by people who sort of care." The world is not changed by people who sort of care, companies who sort of care, leaders who sort of care. It's changed by



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people who passionately and rationally care. It's when we audaciously care that we gain the power to be able to really make a difference. If we're only going to sort of care, we're only going to sort of win, but if we really care, this is when we can bring our best self to play our biggest game and to make a difference and to attract clients, like you say.

Fabienne: That's beautiful. That fits right into one of passion. If you don't have passion for something, for your work, for your life, it's going to be flat. You don't want to flat line. You have to really care.

Sally: If you don't got it, don't bother.

Fabienne: Play big, or go home. Sally this was fantastic, fabulous. I loved every minute of our conversation today. I know you and I will keep talking for a long, long time, and guys, as soon as you finish listening to this, go to HowToFascinate.com, and take a look around and find out more about yourself, and we'll see you on the next Play Bigger Master Class. Thanks everybody!

Sally: Thank you so much for inviting me to be part of this. I love talking with you. I absolutely love it. One thing that I never mentioned is I'm a catalyst, too. So, you and I are both catalyst. I can't see in your community who else is a catalyst.

Fabienne: I'm so looking forward to hearing what they're all about, and my clients, my team, everybody. So, Sally, thanks so much. It was great, and let's continue the conversation. If there's anything else that I can do to help you get the message out there or if any of your clients need help on client attraction and if you want me to do a talk or something like that, I'm open to do anything that helps.

Sally: I will definitely take you up on that. I love it. Thank you.

Fabienne: All right, well sending you a big hug, and I will talk to you soon.

If you're new to the Play a Bigger Game Master Class, I'd like to make sure you know about the free audio CD available to you called *How to Attract all the Clients you Need*. It's fully of immediate actionable, incredibly useful information to get you more clients in the next ninety days.

There is no catch, no gimmick, no sales pitch. It's simply my way of saying thank you for tuning into this show, and yes I am offering it to you at no charge. I even pay for the shipping anywhere in the world.



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All you do to get your free CD is go to AttractClients.com, and request it today. If you liked today's episode of the Play a Bigger Game Master Class, you can download or listen to other master classes from this show on iTunes or by going to ILovePlayingABiggerGame.com.

If you have friends, colleagues or clients who would benefit from playing a bigger game, pay it forward and share the love by letting them know about ILovePlayingABiggerGame.com.

Again, thanks so much for joining us today. This is Fabienne Fredrickson sending you a big virtual hug. Until next time, live life like you mean it. Bye everybody!