



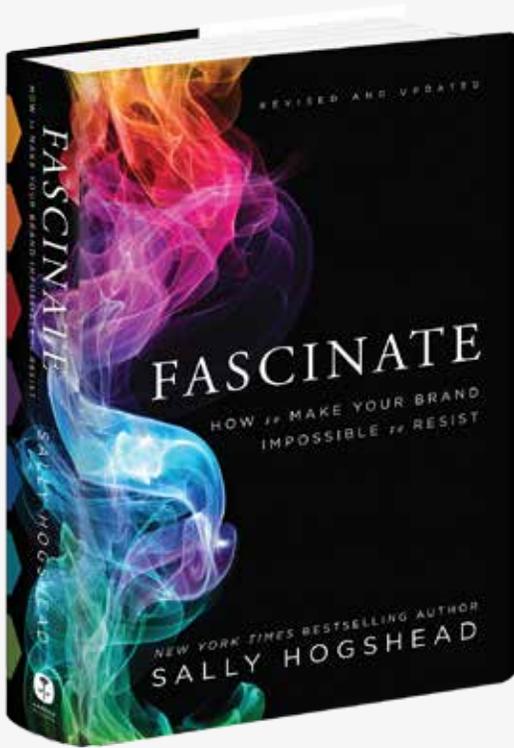
# THE FASTEST WAY TO FASCINATE

by SALLY HOGSHEAD

Influencer guidebook to  
Fascinate, Revised and Updated



# THE FASTEST WAY TO FASCINATE



You can make anything fascinating.

You can make any brand or idea impossible to resist. I'll give you the secret in my book, *Fascinate*.

Fascination is the brain's most intense state of focus.

Today, it's not enough to just interest customers. You need to fascinate them, so they become intensely focused on you— your products, your services, and your message.

By combining science with creativity, I've developed the formula for fascination. And now I'll share it with you.

## A BRANDING HACK

You've heard of "life hacks" and "growth hacks"? This book is a branding hack – giving you a blueprint to smarter ideas in a shorter timeframe.

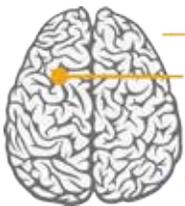
Until now, great branding required years of study, or a team of experts. But in my decade inside the world's top brands, I realized that there's a formula behind it all. Once I show you how to identify patterns, you can make any message more memorable.

Get free bonuses when you order your copy at [BRANDFASCINATION.COM/BOOK](http://BRANDFASCINATION.COM/BOOK)

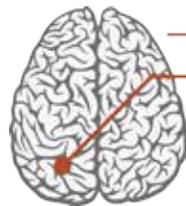
# THE BRAND FASINCATION PROFILE: THE FASTEST WAY TO FASCINATE™



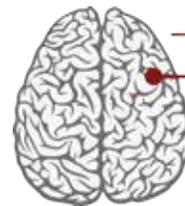
This book includes a code for the Brand Fascination Profile, to discover your brand's #1 advantage. With 28 questions, the algorithm measures how your brand is most likely to be impossible to resist. Find out what makes your brand fascinating by combining the system inside of Fascinate with your profile from BrandFascination.com.



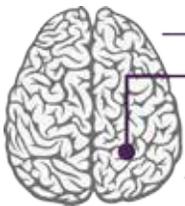
**INNOVATION**  
*The LANGUAGE of CREATIVITY*



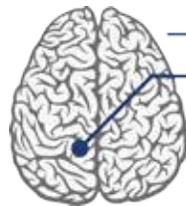
**PASSION**  
*The LANGUAGE of RELATIONSHIP*



**POWER**  
*The LANGUAGE of CONFIDENCE*



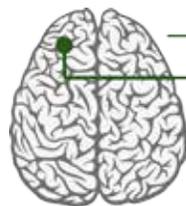
**PRESTIGE**  
*The LANGUAGE of EXCELLENCE*



**TRUST**  
*The LANGUAGE of STABILITY*



**MYSTIQUE**  
*The LANGUAGE of LISTENING*



**ALERT**  
*The LANGUAGE of DETAILS*

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# A QUICK TOUR INSIDE THE WORLD OF FASCINATE

**Part I:** Explore why fascination is the black magic of marketing. We'll go on a journey through culture and creativity, seeing why Jägermeister is the most popular brand nobody likes, and how a man's elbows can predict his income.

**Part II:** We'll go inside the seven ways to fascinate. I'll spell out the system to spellbinding, so you can harness this instinctive force and turn it into a massive competitive advantage.

**Part III:** How to build a better brand message in an hour. This practical and tactical how-to section will give you the steps make anything fascinating.

A Few Fast Facts in Fascinate...

- » Women will spend more to be fascinating than they spend on food and clothes combined. Find out how to make people feel fascinating, and they'll love you for it.
- » Fascinating brands can charge up to 400% more for the same product. Once I point out key advantage, you can increase your revenue without increasing your budget.
- » Different is better than better. Your business can focus on being better than your competition—and end up being a commodity. Or, you can be different.
- » The word “fascinate” is one of the oldest Latin words, meaning, “to bewitch or hold captive so others are powerless to resist.”

Get free bonuses when you order your copy at [BRANDFASCINATION.COM/BOOK](http://BRANDFASCINATION.COM/BOOK)

# WHAT YOU'LL LEARN:

## *THE SECRETS TO FASCINATING ANYONE*

In this extensively revised and updated edition, I include over 100 new stories and case studies, and practical guides to apply these lessons.

You will...

- » Identify your brand's number one advantage
- » Capture immediate attention
- » Stand out in a crowded, competitive market
- » Stop competing on price by knowing the triggers to perceived value

### TODAY, YOU HAVE A CHOICE:

Either have the biggest marketing budget, or, be the most fascinating.

If you have the biggest budget, great. But what if you don't? What if you're a small business, or an entrepreneur launching a new company? What if you don't have money to burn? Then you need to fascinate.

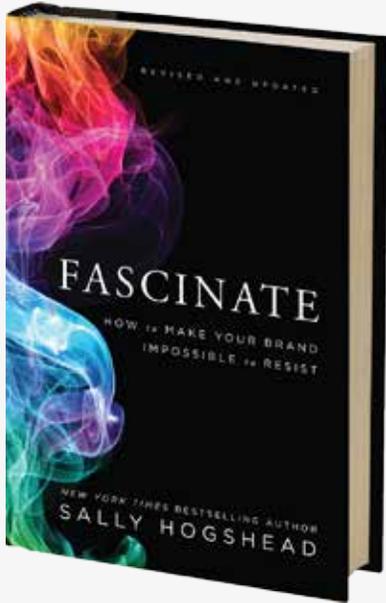
### How I Created This Process of Persuasion

In the first half of my career, I led national campaigns for brands such as MINI Cooper and Coca-Cola, as well as dozens of startups. After that decade of creativity and market studies, I identified seven different ways to fascinate.

Since then, I've studied the communication styles of 700,000 people, and built a process to persuasion. Now, I've turned the science of fascination into a step-by-step system.

Your brand already has one top advantage. You don't need to invent it. Just use my system to find it, apply it, and become impossible to resist.

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## BECOME IMPOSSIBLE TO RESIST, IN UNDER ONE HOUR.

You can make anything fascinating. You can make any brand impossible to resist.

I'll give you the secret, in my book, *Fascinate*.

If you fascinate customers, they'll be intensely focused on you, your products, your services, and your marketing. Today, it's not enough to just interest customers. You need to fascinate them, so that they're intensely focused on your message.

[Get Your Copy of \*Fascinate\* »](#)

### ABOUT SALLY

Sally Hogshead skyrocketed to the top of the advertising profession by age 24, becoming the most award-winning advertising copywriter in the U.S. Her campaigns for brands such as MINI Cooper, Nike, Godiva and Coca-Cola have fascinated millions of consumers.

One of the “Top 10 Brand Gurus in the World” in 2015, she went on to measure 700,000 consumers with the science of fascination. Hogshead appears in media such as the “TODAY” show and “LIVE with Kelly and Michael,” and has been featured as one of the top five speakers in the U.S. Hundreds of corporations and small businesses use the Fascinate system, including Twitter, IBM and Porsche, as well as universities such as NYU.

Her previous book, *How the World Sees You*, is a *New York Times* and *Wall Street Journal* bestseller.

