



# FASCINATE, REVISED & UPDATED

How to Make Your Brand Impossible to Resist

by **SALLY HOGSHEAD**



# 1. WHAT IS “FASCINATION?”

Fascination is your brain’s most intense state of focus.

When you fascinate someone, they can’t stop thinking about you and your message. It’s almost like you’ve hypnotized them. When fascinated by a brand, people will go to great lengths for it. They’ll buy it, evangelize about it, and pay up to 400% more for it.

# 2. WHAT INSPIRED YOU TO EXPLORE THIS CONCEPT?

“Fascination” one of the oldest words in the written language, from ancient Latin.

Fascinaire (v): to bewitch or hold captive so others are powerless to resist.

I first read those words in 2006. I stopped reading and thought to myself, “Wow, now that’s cool!” To fascinate someone is to spellbind them with black magic.

As I researched this concept more deeply, I learned that cultures throughout time and around the globe have described this fearsome force of attraction. From Mesopotamia to Constantinople to the European Renaissance, people have written about fascination as a form of obsession.

When you fascinate your customers, you’re bewitching their brain. It’s almost like performing marketing witchcraft.

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### 3. DESCRIBE THE DECADE OF RESEARCH BEHIND YOUR FINDINGS.

In *Fascinate*, I further develop the science of fascination, based on my decade of experience inside world-class brands, and research on the communication patterns of 700,000 consumers. A few examples of what I've discovered:

- » Only 40% of people have found their life fascinating in the past year
- » Men would rather be fascinated. Women would rather be fascinating
- » Women will pay more to be fascinating than they pay for food

### 4. WHAT ARE SOME OF YOUR MOST FASCINATING CASE STUDIES?

Why is Jägermeister the most popular brand nobody likes?

- » How can a man's elbows predict his romantic success?

These are a few of the surprising questions I explore with readers, combining pop culture with science and marketing. I'll show how your customer's decision-making might seem surprising, but is actually fairly predictable:

- » Why one brand can charge 1,000% more for the exact same product as everyone else in the category by selling it as "dinosaur food"
- » How one air freshener succeeds by mimicking stale cigarette smoke
- » When Play-Doh rebranded itself from a harsh household cleanser to child's toy and became the world's most popular toy.

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## 5. WHAT ARE THE HIDDEN PATTERNS THAT DRIVE FASCINATION?

Once you know the patterns of persuasion, you can harness this force of attraction, to make your brand impossible to resist.

In Part I, I'll bring you inside the science of fascination, and how our brains become bewitched.

In Part II, I outline the 7 fascination Advantages: Power, Passion, Mystique, Prestige, Alert, Innovation, and Trust.

Then, readers go online to get their Brand Fascination Profile. Once they know their result, they continue on to Part III, in which I give simple templates to build better ideas, faster

In Part IV, I show the five-step action plan for you and your team to get started right away.

## 6. TELL US ABOUT YOUR BOOK, FASCINATE: HOW TO MAKE YOUR BRAND IMPOSSIBLE TO RESIST. WHAT'S NEW ABOUT THE UPDATED EDITION?

This new edition is massively revised and updated, with over 100 new stories and case studies. By combining my decade of award-winning advertising experience with my newest research on 700,000 consumers, I developed a rapid process to invent bigger, better ideas.

My favorite part of this edition is the new Brand Fascination Profile. This short online assessment identifies how your business or product is most likely to captivate anyone. You can get a peek at that here: [BrandFascination.com](http://BrandFascination.com).

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As your tour guide, I'll take you on a journey from the Salem witch trials to the super-secret Tesla Motors lab... I'll feed you pistachio ice cream and dinosaur food.

## 7. WHAT ARE THE SEVEN "ADVANTAGES" OF FASCINATION, AND HOW CAN WE USE THEM TO MAKE PRODUCTS, MESSAGES AND SERVICES MORE FASCINATING AND SUCCESSFUL?

<p><b>INNOVATION:</b> THE LANGUAGE OF CREATIVITY</p> <p>Innovation changes the game with a new approach. It challenges assumptions, pushing people to think in new ways.</p>	<p><b>PASSION:</b> THE LANGUAGE OF RELATIONSHIP</p> <p>Engaging, heartwarming, and inspirational, Passion elevates emotions and connects us to something bigger than ourselves.</p>	<p><b>POWER:</b> THE LANGUAGE OF CONFIDENCE</p> <p>Power leads the way with authority and confidence. Power always has a plan, moves with purpose, and reaches its goals.</p>
<p><b>PRESTIGE:</b> THE LANGUAGE OF EXCELLENCE</p> <p>Whether established or up to the minute, humble or high end, Prestige communicates exclusivity, achievement, and value.</p>	<p><b>TRUST:</b> THE LANGUAGE OF STABILITY</p> <p>Trust delivers consistently and reliably. Ever dependable, it maintains expectations, and thrives on being loyal and worthy of your business.</p>	<p><b>MYSTIQUE:</b> THE LANGUAGE OF LISTENING</p> <p>Mystique reveals less than expected. It provokes questions. These brands know when to talk, and when to be quiet.</p>
<p><b>ALERT:</b> THE LANGUAGE OF DETAILS</p> <p>Alert follows the rules. It persuades us by defining deadlines and details. These brands get us to take action by increasing urgency.</p>		

Whether you realize it or not, your brand already uses one as its primary means of communication. Understand what customers value in you, and you'll become the most valuable in your market.

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## **8. WHAT ARE COMMON MISTAKES COMPANIES MAKE WHEN ATTEMPTING TO REACH CUSTOMERS WITH THEIR BRAND'S IMAGE?**

In marketing, you have a choice: Either have the biggest budget, OR be the most fascinating. If you don't have the biggest budget of all your competitors, you must be the most fascinating.

The biggest mistake companies make is to crank out ordinary messages, yet still expecting to compete in a crowded marketplace. Boring is the kiss of death.

## **9. TELL US ABOUT YOUR NEW BRAND FASCINATION PROFILE. HOW IS THIS A "BRAND HACK"?**

The Fascination Brand Profile gives you a shortcut to quickly learn more about what makes your brand fascinating. Think of it like a rapid-fire focus group, measuring how the world sees your brand. Your result outlines the way in which your marketing is most likely to captivate.

The Brand Profile works hand-in-hand with the book. Once you have your result, get in-depth action steps in Part II of *Fascinate*. The step-by-step system will show you how to make any product or service impossible to resist.

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## 10. YOU SAY THAT BUSINESS OWNERS SHOULD “TAKE BACK THEIR BRAND.” DESCRIBE WHAT YOU MEAN.

Until now, business owners have been forced to choose between these two options:

1. Hire a marketing agency (and pay through the nose)
2. Do it yourself for free (often with poor results)

I knew there had to be a better way. Just as you can now book vacations without a travel agency, or buy a house without a real estate agent, now you can build a brand without a marketing department.

I believe that as leaders, we should take back our brands. The result is branding for anyone, even non-marketers: a blueprint that even non-marketers can apply to instantly make any product or service fascinating.

## 11. HOW DID YOUR BACKGROUND AS AN ADVERTISING COPYWRITER INSPIRE YOU TO WRITE THIS BOOK?

For over a decade, I had a torrid love affair with branding. As an advertising creative director, I developed national campaigns for clients such as MINI Cooper, Nike, Jägermeister, and Coca-Cola. During my advertising career, I discovered hidden patterns behind all successful messages.

I learned that every brand has a choice: *Have the biggest budget, or be the most fascinating.* That's especially true for smaller companies.

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## 12. YOU SAY, “DIFFERENT IS BETTER THAN BETTER.” EXPLAIN THAT.

Great brands know a secret: You don't have to be better than your competition. But you do need to be *different*.

In a crowded or competitive market, every company has strengths-- Strengths are expected. To stand out, you must know what makes you different. *Different is better than better.*

Your brand's differences make it impossible to resist, for the right customer. This is your brand's built-in specialty. It's how you do what you do-- and how you do it differently than everyone else. Tiny differences represent the most valuable part of your brand.

## 13. WHY DO WE NEED TO “FASCINATE THE GOLDFISH”?

Today, the average attention span is only about nine seconds. Nine seconds... the same attention span as a goldfish!

In a world with a 9-second attention span, you have to capture your listener's attention, before they get distracted. Otherwise, they'll swim away to the next conversation, the next idea, the next email. To break through, you have to cut to the chase.

In any distracted or competitive situation, you must compete for attention. Every time you write an email, or leave a voicemail, or make a speech, you compete with a thousand distractions. Make it easy for people to understand what you're offering, or else they're off to the next thing.

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It's not your customer's job to know what makes you different. It's not your manager's responsibility to figure out what makes you valuable. Same goes for your co-workers and clients. If you don't recognize your value, don't expect anyone else to. Cut to the chase. Get to the bottom line. Stand out, or don't bother.

## 14. WHERE CAN WE GO TO FIND OUT MORE ABOUT YOU AND FASCINATE?

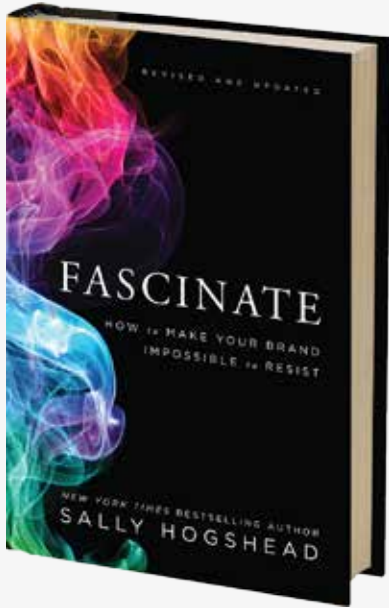
Thank you for asking!

[www.HowToFascinate.com](http://www.HowToFascinate.com)

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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.

