

**TITLE:** Different is Better than Better: Captivate Your Customer to Win in a Crowded Market

You have a choice: either have the biggest budget, or be the most fascinating. If you have a bigger budget than any of your competitors, must be nice...but few of us do. What if you're a small business with a frugal budget or competing in an intensely crowded space? Then you *must* fascinate. Until now, branding required years of study or a team of experts, but in her decade of working inside world renowned brands, Sally Hogshead discovered the algorithm behind it all. By combining science with branding principles, she unlocked the formula for fascination and, once you can identify the patterns, you can make any message more memorable. In this keynote, based on her 2016 *New York Times* bestseller *Fascinate: How to Make Your Brand Impossible to Resist*, Sally reveals the formula for fascinating anyone.

**Learning Objectives:**

- \* Understand why others perceive you and your brand a certain way
- \* Develop a clear understanding of why people want to work with you
- \* Identify the perfect words to introduce and promote yourself authentically
- \* Cultivate confidence in your natural competitive advantages
- \* Increase your value to a prospect by communicating your greatest professional assets
- \* Prove how you are different than others competing for the job

**Best Audiences:**

Entrepreneurs, Business Owners, Franchisees, Multi-Level Marketing Organizations, Advertising, Marketing, Branding Professionals