



HOW TO FASCINATE

DISCOVERED BY SALLY HOGSHEAD

“The greatest value you can add is to become more of yourself.”
~ Sally Hogshead

Drawing upon her branding principles, Sally created a method to predict each person’s style of communication that will get the best response in a listener. The Fascination Advantage®, is the first communication assessment that measures how others perceive you.

After researching over 700,000 people, her algorithm can pinpoint your most valuable differentiating traits. Unlike Myers-Briggs or StrengthsFinder, this test doesn’t measure how you see the world – but *how the world sees you*.

The science of fascination is based on Sally’s decade of research with dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

Sally skyrocketed to the top of the advertising profession and, by age 24, she was 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. At the age of 27, she opened her first ad agency and her work still hangs in the Smithsonian Museum of American History. She frequently appears in national media, including NBC’s “Today” show and the New York Times. Named as the No.1 Brand Guru in the World, her practical marketing system now lives inside organizations such as IBM, Twitter, and the YMCA, as well as thousands of small businesses.

Her new book, *FASCINATE: How to Make Your Brand Impossible to Resist* is a New York Times bestseller. Her recent book, *HOW THE WORLD SEES YOU*, was a New York Times and Wall Street Journal bestseller.

Sally is one of only 172 living members of the CPAE *Speaker Hall of Fame®*, the industry’s highest award for professional excellence.