



## HOW TO FASCINATE

DISCOVERED BY SALLY HOGSHEAD

### SALLY'S INTRODUCTION

Your communication style has a unique advantage. Once you identify and unlock its potential, people are more likely to listen to you, remember you, and admire you.

What are YOUR most impressive personal qualities? When you speak, how are you most likely to impress and influence that person sitting on the other side of the table? In other words, what makes you FASCINATING?

Fascination is a state of intense focus. When you fascinate your listener, they are more likely to remember you and respect you.

How are YOU most likely to make a positive first impression?

Sally Hogshead will show 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, nearly one million professionals.

Sally Hogshead is also the New York Times bestselling author of **How the World Sees You** and **FASCINATE: How to Make Your Brand Impossible to Resist**.

And our speaker today is one of only 172 living members of the Speaker Hall of Fame®, the global speaking industry's highest award for professional excellence.

To become more successful, you don't have to CHANGE who you are. You have to become MORE of who you are.

**This short video will give us a quick glimpse inside the science of fascination.**

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