



HOW TO FASCINATE

DISCOVERED BY SALLY HOGSHEAD

Sally Hogshead is the creator of the Fascination Advantage®, the first personality assessment that measures how others perceive you. After researching over one million people, her algorithm can pinpoint your most valuable differentiating traits. Unlike other tests, like Myers-Briggs or StrengthsFinder, this test doesn't measure how you see the world—but how the world sees you.

Her recent book, *FASCINATE: How to Make Your Brand Impossible to Resist* was a *New York Times* bestseller. Her previous book, *HOW THE WORLD SEES YOU*, was a #1 *Wall Street Journal* and *New York Times* bestseller. She writes a regular column on personal and corporate branding for Inc.com.

The Fascination Advantage® 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. More than one million individuals worldwide have taken the Fascination Advantage® Assessment. The system has been implemented by organizations such as IBM, Twitter, and the YMCA, among others.

At the start of her career, Sally skyrocketed to the top of the advertising elite, writing commercials that fascinated millions of consumers for brands like MINI Cooper, Nike, Godiva and Coca-Cola. At the age of 24, she was the most award-winning copywriter in the U.S., and opened her first ad agency at age 27. Her work still hangs in the Smithsonian Museum of American History.

Sally frequently appears in national media, including *NBC's TODAY* and the *New York Times*. She has repeatedly been named a Global Brand Guru and is one of only 200 professional speakers since 1977 to be inducted into CPAE Speaker Hall of Fame®, the industry's highest award for professional excellence.