



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 identify how each person is able to captivate their listeners.. The Fascination Advantage®, is the first communication assessment that measures how others perceive you.

After researching over one million 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.

In her early career in advertising, Sally quickly skyrocketed to the top, becoming the most awarded advertising copywriter in the U.S. by age 24. 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 on NBC's TODAY 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 most 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 New York Times and Wall Street Journal bestseller. Sally writes a weekly column on issues around personal and corporate branding for Inc.com.

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