

# Fascinate By Sally Hogshead

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### **Fascinate By Sally Hogshead**

Daina Middleton Principal at Larcen Consulting Group "At Siegfried we have incorporated Ms. Hogshead's Fascination Assessment and Anthem tools into our everyday culture. This helps us identify our professionals' unique abilities, and to better understand how they work best, both individually and as part of a client's team."

### **How to Fascinate | Personality Test**

Sally's book gives you the tools, clarity and positioning to OWN

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YOUR BRAND. To be able to communicate to others in such a way that you feel amazing about yourself and others feel amazing around you. You fascinate the world with your presence. Love Sally Hogshead and her wisdom and her passion for this topic.

### **Fascinate, Revised and Updated: How to Make Your Brand ...**

Award-winning consultant and speaker Sally Hogshead turned to a wide realm of disciplines, including neurobiology, psychology, and evolutionary anthropology. She began to see specific and interesting patterns that all centered on one element: fascination. Fascination is the most powerful way to capture an audience and influence behavior.

### **Fascinate: Your 7 Triggers to Persuasion and Captivation**

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In Fascinate, author Sally Hogshead helps us realize our potential for fascination. By explaining in vivid language exactly how fascination works and how you can trigger it in others, Fascinate provides you, your company and your brand with the tools to fascinate. These “seven triggers of fascination” can help you to increase the odds of success, both in your personal life and in business.

### **Fascinate by Sally Hogshead - Blinkist**

Hogshead proposes that there are seven primary forms of fascination (what she calls “Fascination Advantages”): innovation, passion, power, prestige, trust, mystique, and alert. Every brand (and every person) has a natural inclination toward one of these.

### **Fascinate by Sally Hogshead - Jonathan K. Riggs**

Sally created The Fascinate® test, the world's first personal

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brand test, measuring your most fascinating and impressive qualities. Over one million professionals have taken her test, including global leaders in companies such as Facebook, AT&T, Fedex, and Twitter.

### **Sally Hogshead | How to Fascinate**

Sally and her team devote 100 hours of preparation for each keynote, to exhilarate your audience and exceed your expectations. — MOST REQUESTED TOPICS — Jeffrey Gitomer

### **Sally Hogshead | Fascinating Insights for Curious Minds**

Sally Hogshead is the New York Times and Wall Street Journal bestselling author of Fascinate: How to Make Your Brand Impossible to Resist and How The World Sees You. She's also a Hall-of-Fame speaker, and an award-winning advertising copywriter, whose work sits in the Smithsonian.

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### **Sally Hogshead - The Fascination Advantage: How The World ...**

Discover your Highest Value through the Science of Fascination. Once you know what makes you valuable to others, you are more authentic and confident in manner. HOW THE WORLD SEES YOU taps into Sally Hogshead's decade of research to reveal who you are, at your best. To become more successful you do not have to change who you are—you have to become more of who you are.

### **Sally Hogshead | Keynote Speaker**

Sally Hogshead book "Fascinate" is the closest that anyone had reached so far towards making Fascination a science after a long history of it being perceived a kind of Mystery and at best an Art. I believe that for the foreseeable future, Fascination will remain an Art, but Sally Hogshead removed the mystery out of it and put it on a solid path of becoming a science.

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### **Fascinate: How to Make Your Brand Impossible to Resist by ...**

Quotes by Sally Hogshead “When you stop trying to be all things to all people, you can stop worrying about being liked and start building relationships that allow you to be loved. If you are not creating a negative response from somebody, you’re probably not very fascinating to anybody.”

### **Sally Hogshead (Author of Fascinate)**

Hogshead commissioned the study in 2007 to Kelton Global. The study found that there are seven ways in which a person's brain can be captivated. Initially the research was applied to show how different brands captured audiences attention. Hogshead applied this research in the 2009 book Fascinate. The book applied the research from the study and introduced the concept "triggers," which are different ways brands get attention.

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## **Sally Hogshead - Wikipedia**

By the age of 24, *Fascinate: How to Make Your Brand Impossible to Resist* author Sally Hogshead was already one of the top advertising copywriters in the business. In fact, her work on campaigns for MINI Cooper, Nike, Godiva, and Coca-Cola made her the most award-winning advertising copywriter in the country.

## **Sally Hogshead | How to Fascinate (Episode 574)**

Sally publishes her second book, *FASCINATE: Your 7 Triggers to Persuasion and Captivation*. The book identifies the types of brand communication that companies use to fascinate customers using research gathered from 100,000 individuals.

## **Meet Sally | Sally Hogshead**

Master marketer Sally Hogshead reveals the surprising answers,



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providing listeners with a framework to fascinating anyone. The word “fascinate” comes from the Latin word fascinare, meaning “to bewitch or hold captive so others are powerless to resist.”

### **Fascinate, Revised and Updated by Sally Hogshead ...**

To explore and explain fascination's irresistible influence, Sally Hogshead looks beyond marketing, delving into behavioral and social studies, historical precedents, neurobiology and evolutionary anthropology, as well as conducting in-depth interviews and a national study of a thousand consumers, to emerge with deeply rooted patterns for why, and how, we become captivated.

### **Fascinate by Sally Hogshead | Audiobook | Audible.com**

Sally is the creator of the Fascinate® Test, the first personal brand measurement, which identifies your most fascinating and impressive qualities. More than one million professionals have

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taken her test, including leaders in companies such as Facebook, Porsche, NASA, and Twitter.

### **About Sally - Sally Hogshead**

Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework to fascinating anyone. The word "fascinate" comes from the Latin word fascinare, meaning "to bewitch or hold captive so others are powerless to resist."

### **Fascinate: Sally Hogshead: 9780062206480**

Sally will tell you. Sally's groundbreaking research into the science of fascination includes national studies with over a million participants. Sally can describe exactly how your own individual...

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