



HOWTOFASCINATE
CREATED BY SALLY HOGSHEAD

ONE-HOUR PERSONAL BRAND

THE WORKBOOK COMPANION GUIDE



YOUR FAST-START VERSION OF
THE ULTIMATE PERSONAL BRAND™ PLAYBOOK
BY SALLY HOGSHEAD

WELCOME TO YOUR **ONE-HOUR PERSONAL BRAND** COMPANION WORKBOOK!

This workbook is a companion guide to your video instruction.

Together, you and I are going to identify the key characteristics that make people more likely to hire you, reward you, respect you and listen to you, and clients to remain loyal to you.

We'll find your most valuable qualities, and most professionally attractive traits.

And, we'll do it in an hour or so.

Once you've clearly identified your most valuable traits, it will be easier to ace a job interview, write a compelling resume, or market yourself above your competitors.

You're an hour away from knowing your most valuable and marketable traits.

I'm excited to be working with you and giving you the tools you need to turbocharge your personal brand.



P.S. If you haven't already taken the Fascination Advantage® Assessment, contact us at Hello@HowToFascinate.com to get started.



Sally Hogshead

NY Times Best-Selling Author
Creator of One-Hour Personal Brand™

START YOUR ENGINES

Your 60-minute learning session is about to kick off! Have you accessed your video file yet?

This workbook is an interactive supplement to your video instruction. Be sure to watch the video as you follow along with this workbook.

Click here to access your video file now!

TABLE OF CONTENTS

The Science of Fascination	4
Beyond Personal Branding	5
Mastering the First 9 Seconds	6
A Tagline for Your Personality	7
Your Golden Window	10
To Earn More, Become More (of Yourself)	11
How You Are Different: Your Adjective	12
Where to Find Your Adjective	14
Top Two Adjectives	15
The Adjective Test	16
What You do Best: Your Noun	17
How to Find Your Noun	19
The Noun Test	22
Combine Your Words into an Anthem	23
Take Your Anthem for a Test Drive	24
Start Applying Your Anthem Today	25
Update Your LinkedIn Profile	26

Over the next hour, we'll identify your most valuable traits, so that you can stand out above your competition. There's never been a step-by-step system to pinpoint why people love to work with you... and hire you ...and pay more for your products and services. Until now. An hour from now, you'll have the words you need to describe yourself. Sell yourself. Introduce yourself. And become more of yourself. You'll have a tagline for your personality and a strategy for your personal brand.

You'll have an Anthem.

- Sally

THE SCIENCE OF FASCINATION

For the past decade, my team and I have researched personal brands.

In this research with more than 600,000 people, inside the headquarters of most respected brands, we've seen how important it is to identify how your personality is most likely to add value.

We found that there are seven different modes of communication. I named these "Advantages," since they can give you an upper hand in competitive environments.

Your Advantages indicate how people are most likely to see you in the best possible light. Together, your top two Advantages form your Archetype.

You'll want to have your video lesson and your Fascination Advantage report open in separate browser windows as you're going through this course. It will be helpful to toggle between them during the lesson.

The words you need are already right there, in your report. You won't have to struggle to pull them out of thin air.

The best part is, this won't be difficult.

In fact, I've done most of the work for you. By following this simple and fast course, you'll know how to articulate who you are at your best.



◀ *To learn more about the research behind this system, check out my New York Times best seller, **HOW THE WORLD SEES YOU: Discover Your Highest Value Through the Science of Fascination.***

BEYOND PERSONAL BRANDING

If the title of this kit is “One-Hour Personal Brand,” then this should be all about personal branding, right?

Well, not exactly. Let me explain why.

Basic personal branding helps you present yourself to others: the colors on your website, or the typeface on your business card, or how you dress for a meeting.

You might have a vague sense of your own personal brand. You might already know that you’re funny, or that you use the color red in all your materials.

However, what are the precise benefits that people most positively associate with you? If you don’t have the exact words to position yourself, you’ll likely be seen the same as everyone else.

Here, you’ll find your master plan for identifying these benefits, and then communicating them.

We’ll turn these natural Advantages into messages that help you get clients, get hired, and get ahead.

There’s never been a step-by-step system to pinpoint what makes people want to work with you, until now...

What you’ll learn in this kit:

- The secret behind all great brands
- Your 9-second golden window
- Why an Anthem is your communication “home base”
- How to pick the perfect words to describe yourself
- How to make your best possible first impression
- A quick look at applying this throughout your personal brand

◀ *This kit is an accelerated version of the Ultimate Personal Brand Playbook.*

READY TO CREATE YOUR **PERSONAL BRAND STRATEGY?**



THIS KIT INCLUDES: 30-minute video lesson from *Sally Hogshead*, a step-by-step, interactive workbook companion, and a checklist for maximizing your LinkedIn profile .

Whether you're a business owner or a job seeker, the *One-Hour Personal Brand* kit will give you the exact words you need to stand out...

USE THE KIT TO:

- Stand out from the competition
- Ace the job interview
- Prep for new biz meetings
- Win new business

The *One-Hour Personal Brand* kit will walk you, step by step, through the process of creating a tagline for your personality.

Then, you'll put that tagline to work immediately by using a proven formula to update your LinkedIn profile.

Use the code **OHPB33015** to take **\$100 OFF** the *One-Hour Personal Brand* kit.

This code is only valid until **Monday, March 30** so get your kit today!

REGULAR PRICE: \$197 YOUR PRICE: \$97



GET THE KIT NOW



SAVE \$100 WHEN YOU USE THE PROMO CODE OHPB33015 BEFORE MONDAY, MARCH 30

CLICK THE BUTTON ABOVE TO GET YOUR *ONE-HOUR PERSONAL BRAND* KIT
OR VISIT: ONEHOURPERSONALBRAND.COM

THE LEGAL STUFF... *we'll keep this quick for hyper efficiency!*

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