



PROJECT FASCINATION STARTER KIT

Prepare to share! Give 100 people the gift of fascination, for free.

SHARE IT
(LIKE IT'S HOT)

Questions? Suggestions? Rants or raves? Tell us! Email our friendly team: Hello@HowToFascinate.com.

STEP 1: ON FACEBOOK

Share your code on Facebook. You'll whip up a flurry of comments.

STEP 2: AT WORK

Share it with co-workers, for captivating conversations.

STEP 3: BEFORE THE PARTY

Give it to guests before a holiday party, to show them how they sparkle.

BUT HOW

DO I SHARE MY GIFT CODE?

Questions? Suggestions? Rants or raves? Tell us! Email our friendly team: Hello@HowToFascinate.com.

AS EASY AS COPY + PASTE

Happy Holidays, from me to you! Use this code to discover what I love about you: **[YOUR CODE HERE]**

1. Go to HowToFascinate.com/YOU
2. Enter the code + your information
3. Click START NOW!

tweetables

CLICK 'EM TO TWEET 'EM

**You are fascinating! Yes, and I'll prove it. Go here now:
bit.ly/PF-YOU Enter code: [YOUR CODE HERE]
#Fascinate @SallyHogshead**

**FREE SPARKLE! Find out how you fascinate. Go here:
bit.ly/PF-YOU and enter [YOUR CODE HERE]
#Fascinate @SallyHogshead**

**Mistletoe is for wimps! Fascinate your date: bit.ly/PF-
YOU and code [YOUR CODE HERE]
#Fascinate @SallyHogshead**

ABOUT

PROJECT FASCINATION

Questions? Suggestions? Rants or raves? Tell us! Email our friendly team: Hello@HowToFascinate.com.

PROJECT FASCINATION IS A GIFT.

(A thank you for being part of our world.) What's the gift, you ask?

Your gift is a custom code to share the Fascination Advantage® Rapid Report with 100 people. Yep, it's free!

Share your gift code with your Twitter followers, Facebook friends, office buddies, social circle, book club, prospects, college class, or anyone else you want to inspire with a creative new way to measure a personal brand.

ABOUT

SALLY HOGSHEAD

Questions? Suggestions? Rants or raves? Tell us! Email our friendly team: Hello@HowToFascinate.com.

Who is Sally Hogshead?

(And is that her real last name?)

Sally Hogshead is a Hall of Fame speaker and the New York Times best-selling author of *How the World Sees You: Discover Your Highest Value Through the Science of Fascination*.

For the first half of her career, Sally was one of the most award-winning copywriters in the world, creating campaigns for brands such as Nike, Godiva, and MINI Cooper. She learned that when a brand knows how to fascinate customers, it becomes more profitable, admired, and loved.

Since then, Sally has measured the communication traits of more than 700,000 people.

Oh, and about your other question.

A “hogshead” is a wooden barrel that holds 62 gallons. In Sally’s case, the barrel holds 62 gallons of fascination.

"To become more successful, you don't have to CHANGE who you are.

You have to become MORE of who you are, at your best."

I created the *Fascination Advantage* system to measure how people see you, at your best. It's based on a decade of research on 700,000 people.

Let's share this message, and show more people what makes them fascinating and extraordinary. I'm excited to have you with us, as part of Project Fascination.

Now, let's get started!!



A handwritten signature in black ink that reads "Sally". The signature is fluid and cursive, with a long, sweeping tail on the letter 'y'.

Sally Hogshead

New York Times best-selling author,
award-winning branding expert, and
creator of the *Fascination Advantage* system

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THE LEGAL STUFF...

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