



# YOU ARE FASCINATING

The greatest gift that you can give is to show someone *their own highest value.*

# YOU ARE FASCINATING

## STARTER KIT

*Prepare to share! This kit shows you how to give 100 people the gift of fascination, for free.*

## WELCOME TO YOU ARE FASCINATING

Hello, you!

If we haven't met yet, I'm Sally Hogshead. So happy you've joined the party.

Here's a quick look at YouAreFascinating.com, and what it means for you.

This project comes with a gift to 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.

*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.*

Help me share this message, and show more people what makes them fascinating and extraordinary. I'm excited to have you with us, as part of You Are Fascinating.

Now, let's get started!

A handwritten signature in black ink that reads "Sally Hogshead". The signature is written in a cursive, flowing style.

### **Sally Hogshead**

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

Questions? Suggestions? Rants or raves? Please let us know! Email our friendly team: [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com).

## HOW TO FASCINATE YOUR FRIENDS AND FOLLOWERS

# I'm ready to share my code! Where should I start?

HERE ARE 3 IDEAS TO GET STARTED RIGHT NOW:

1. Share your code on Facebook, and whip up a whirlwind of comments.
2. Send your code to your team at work, for captivating conversations.
3. Give to guests before your social event, to show them how they fascinate.

Each person who uses your gift code will be invited to create their own gift code. They can “pay it forward,” too (and thank you for it!).

**FUN SHARING TIP:** People *love* talking about their profile results. Post your results along with your gift code, and ask your followers to share theirs with you!

## LET'S GET THIS PARTY STARTED!

Remember to fill in your custom code! (It will start with the prefix “**YOU**”.) Do not include the <>.

### Sample Facebook post:

A few suggestions to get a great burst of engagement:

1. Post your Fascination Advantage® gift code (it start with the prefix “**YOU**”) and invite people to get their free report
2. Describe what YOU learned from your report
3. Invite people to comment and reply
4. Invite people to join You Are Fascinating and get their own code (at YouAreFascinating.com)

*You might write something like this...*

Cool! I just got a gift code to share 100 Fascination Advantage® personal brand profiles. Get yours right now, and then tell me your result! Here the free code: [CODE]. #YouAreFascinating

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## Sample blog post:

*You might write something like this...*

You probably know how you see the world. But do you know how the world sees YOU?

How can you make the best possible first impression? How is your personal brand most likely to be seen by others... at your best?

[Sally Hogshead](#), the founder of [How to Fascinate](#), just got a gift code that allows me to invite 100 people to take the Fascination Advantage® assessment for free.

I want to share mine with YOU, so that you can discover what makes your personal brand fascinating.

Here's my special code: (<CODE>).

The first 100 people who use it will get their fascination profile for free!

So how do you take the assessment? Simple.

1. Go to [HowToFascinate.com/you](#) and use my code: <CODE>.
2. Take the assessment (it only takes about 3 minutes).
2. Get your fascinating results, and see what makes YOUR personal brand most captivating.

Plus, you'll be invited to get your own gift code, to share with 100 of your friends and followers.

Questions? Suggestions? Rants or raves? Please let us know! Email our friendly team: [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com).

## Sample Tweets:

In 5 minutes, discover how your personal brand fascinates. My gift to you: [CODE] + <http://bit.ly/YAF2016> via @SallyHogshead

See how the world sees you. It's my gift to you! [CODE] via @SallyHogshead #YouAreFascinating

See the best of how the world sees you. My gift of a free Fascination Advantage® code: [CODE] via @SallyHogshead #YouAreFascinating

I think you're fascinating. Get your Fascination Advantage® profile, and you will too! [CODE] via @SallyHogshead #YouAreFascinating

Write a fascinating LinkedIn profile in under 5 minutes. My gift to you: [CODE] via @SallyHogshead #YouAreFascinating

I just joined YouAreFascinating.com with @SallyHogshead, and you can too! YouAreFascinating.com #YouAreFascinating

Empowerment is knowing your highest value. Go here <http://bit.ly/YAF2016> and enter [CODE] via @SallyHogshead #YouAreFascinating

Discovering your highest value is like being granted a superpower. My gift to you! via @SallyHogshead #YouAreFascinating

Unlearn boring! Use my code to the Fascination Advantage®: [CODE] via @SallyHogshead and #YouAreFascinating

Questions? Suggestions? Rants or raves? Please let us know! Email our friendly team: [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com).

## **HAVE QUESTIONS? A FEW ANSWERS TO GET YOU GOING:**

### **How did Sally Hogshead develop the Fascination Advantage®?**

In 2008, Sally discovered a way to measure communication traits, based on branding. It's the first assessment to measure a personal brand. Since then, the Fascination Advantage® has been adopted by companies like Twitter, Disney and Porsche.

### **How is the Fascination Advantage® different than tests such as Myers Briggs, StrengthsFinder, and DISC?**

Traditional personality tests measure how you see the world. This one highlights how the world sees YOU.

### **What is "YouAreFascinating.com"?**

It is our gift to our community. We're giving away \$1,000 worth of assessments to our advocates, so that they can share with their team, followers, and friends.

### **What happens when I join YouAreFascinating.com?**

- » You're an advocate for the people around you – helping 100 people discover who they are at their best.
- » You receive 100 free Fascination Advantage® Rapid Reports
- » You get membership into the Project Fascination Facebook page
- » You'll get insider messages from Sally Hogshead

### **Tell me a little more about this Fascination Advantage® Assessment that I'm sharing.**

You're sharing the Fascination Advantage® Rapid Report: the first and fastest way to measure anyone's personal brand.

Questions? Suggestions? Rants or raves? Please let us know! Email our friendly team: [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com).



## What is the “Science of Fascination”?

Fascination is an intense focus. When you fascinate someone, they focus on you, and your message. Sally Hogshead began researching the hidden patterns behind communication, and what types of messages are most likely to fascinate a customer or listener.

It’s not a psychology test, but a profile of your personal brand.



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

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 a million people.

Sally is a mother of 8 awesome kids and a four-legged one named “Bacon.”

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.