



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! 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 whirlwind of comments.

STEP 2: AT WORK

Share it with co-workers, for captivating conversations.

STEP 3: BEFORE A SOCIAL EVENT

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

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

I'm giving YOU the gift of Fascination! Use this code to discover what fascinates me 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

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You are fascinating! Yes, and I'll prove it. Go here: bit.ly/2016YAF Enter code: [YOUR CODE HERE] #YouAreFascinating @SallyHogshead

Empowerment is knowing your highest value. Go here: bit.ly/2016YAF and enter [YOUR CODE HERE] #YouAreFascinating @SallyHogshead

**Discovering your highest value is like being granted a superpower.
bit.ly/2016YAF [YOUR CODE HERE] #YouAreFascinating**

ABOUT

YOU ARE FASCINATING

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YOU ARE FASCINATING, 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.

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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*** 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.

Oh, and about your other question.

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

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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 of over a million 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 You Are Fascinating.

Now, let's get started!!

A handwritten signature in white ink that reads "Sally Hogshead". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Sally Hogshead

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

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