

HOSTING FASCINATE BLOG POSTS ON YOUR SITE

We have an exciting addition to your FCA benefits. We want to give our advisors more content to excite customers, get leads and sell more.

You may now repost any of the blog posts found in howtofascinate.com/blog (text and images).

Here are the guidelines for reposting Fascinate blog posts.

DO:

- Include images and text verbatim
 - Feel free to add an image if one is not provided with the post
- Feel free to preface with your commentary
- Change the formatting of the required text if you want to give it less emphasis on the page
- Remove the “tweetables,” if it doesn’t fit within your blog

DO NOT:

- Alter the required text, except for the **second link** which you may replace with your affiliate link
- Change the words in the body of the post
- Aside from your commentary, claim it was written by someone that is not Sally Hogshead
- Post blog posts that are not currently on the site or have been taken down

REQUIRED TEXT TO BE PLACED IMMEDIATELY FOLLOWING THE END OF THE POST

Blog originally written by Sally Hogshead on [How To Fascinate](#).

If you want to stand out from the crowd-- to grow your reputation, and attract more business-- then you need to know how the world sees you. Tap into your personality’s natural advantages, and unlearn how to be boring.

Want to learn how YOU fascinate? Start with the landmark Fascination Personality Test, the first science-based personal brand test.

[Start fascinating in five minutes.](#)

HOSTING FASCINATE BLOG POSTS ON YOUR SITE EXAMPLE

Below you will find a sample blog post with the required text. One with just the required text and another with a note from the reposter. This particular blog post has been intentionally shortened to fit on a single page.

10 CREATIVE WAYS TO APPLY PERSONAL BRANDING

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BY @SALLYHOGSHEAD



You only have 9 seconds to make a meaningful first impression in person or on the phone. How much time do you have in the virtual world to make your introduction?

Your Personal Brand is your key to standing out in 9 seconds.

Personal brand statements are something easily communicated in person, but unfortunately unless you can get everyone in a room to “woo” them, you need your online presence to speak for you.

How can you make your online personal brand persuade and influence?

This is where your [Anthem](#) comes into play.

You may have heard them called personal brand statements, but we like to call them Anthems. In only two or three words, your Anthem describes how you are different, and what you do best. It’s simple to remember, easy to communicate, and instantly illustrates how you add distinct value.

Think of it as a “tagline” for your personality. Your Anthem is your personal brand statement.

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BY @SALLYHOGSHEAD



This blog really encouraged me to jump start my personal brand. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In at vestibulum ex..

Hope you enjoy it!

-From John

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Have any specific questions on the advisor program?

Email: FCA@howtofascinate.com