

## YOU ARE FASCINATING STARTER KIT

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

# SHARE IT'S HOT)

### 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?

#### **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]

- 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: bit.ly/YAF2016 Enter code: [YOUR CODE HERE] #YouAreFascinating @SallyHogshead

Empowerment is knowing your highest value. Go here: bit.ly/YAF2016 and enter [YOUR CODE HERE] #YouAreFascinating @SallyHogshead

Discovering your highest value is like being granted a superpower.
bit.ly/YAF2016 [YOUR CODE HERE] #YouAreFascinating

# ABOUT YOU ARE FASCINATING

### 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.

# ABOUT SALLY HOGSHEAD

### 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 1-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 62 gallons of fascination.

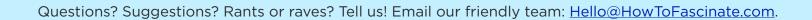
"To become more successful, you don't have to CHANGE who you are.

#### 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 1-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!!





Sally Hogshead

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