

**CREATING STRONG  
EMOTIONAL CONNECTIONS**

# **PASSION**



**HOWTOFASCINATE**  
DISCOVERED BY SALLY HOGSHEAD

**ARE YOU PASSION?**

*you attract others to you, and to your ideas.*

# WHO YOU ARE

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**EXPRESSIVE • INTUITIVE • ENGAGING**

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# HOW TO USE PASSION

- Create a strong and immediate emotional response
- Use color, adjectives, texture, and video to feel more human
- Avoid data and analytical information

# WHAT WILL HAPPEN

- Others will want to connect with you and build relationships
- You'll create warmer, more memorable experiences
- You'll enjoy more enthusiastic participation in social media

# COMBINE PASSION WITH

- **INNOVATION:** to playfully tweak tradition
- **POWER:** to make authority feel human
- **PRESTIGE:** to elevate desire
- **TRUST:** to create timeless desires
- **MYSTIQUE:** to magnetically attract interest
- **ALERT:** to accelerate craving

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