

# 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](mailto: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](mailto: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](https://HowToFascinate.com/YOU)
2. Enter the code + your information
3. Click START NOW!

# tweetables

**CLICK 'EM TO TWEET 'EM**

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

*Click the Tweets below to share your code, remember to replace [CODE] with your Personal code from when you signed up.*

**You are fascinating! Yes, and I'll prove it. Go here: [bit.ly/YAF2016](http://bit.ly/YAF2016)**

**Enter code: [YOUR CODE HERE] @SallyHogshead**

**Empowerment is knowing your highest value. Go here: [bit.ly/YAF2016](http://bit.ly/YAF2016)**

**and enter [YOUR CODE HERE] @SallyHogshead**

**Discovering your highest value is like being granted a superpower.**

**[bit.ly/YAF2016](http://bit.ly/YAF2016) [YOUR CODE HERE] #YouAreFascinating**

# ABOUT

## YOU ARE FASCINATING

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



# 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.

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

# ABOUT

## SALLY HOGSHEAD

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

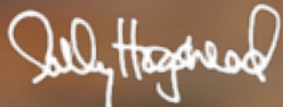
A “hogshead” is a wooden barrel that holds 62 gallons. In Sally’s case, the barrel holds 62 gallons of fascination.

**“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 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? Tell us! Email our friendly team: [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com).