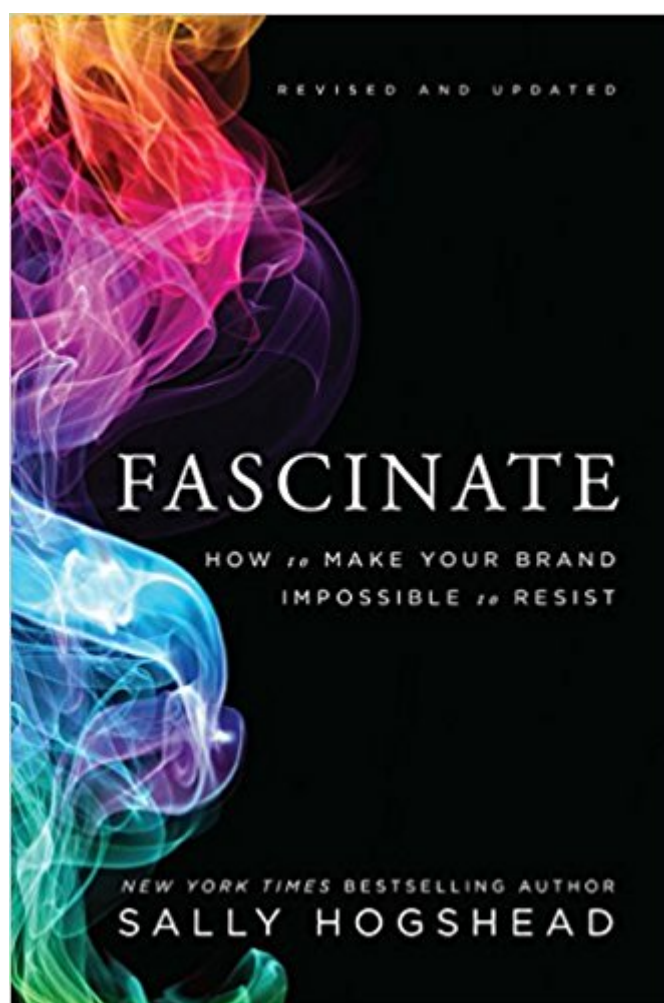


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# Fascinate, Revised And Updated: How To Make Your Brand Impossible To Resist



## Synopsis

Why is J&Agermeister the most popular brand nobody likes? Why do women pay more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1000%? And then there's the most important question of all: How can your brand become impossible to resist? Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework to fascinating anyone. The word "fascinate" comes from the Latin word fascinare, meaning "to bewitch or hold captive so others are powerless to resist." Fascination is the most powerful force of attraction, drawing customers into a state of intense focus. This extensively revised and updated edition includes Hogshead's latest research on the science of fascination. Combining original case studies with award-winning copywriting experience, she gives you the exact words you need to capture the attention of a distracted world. This new edition includes a free assessment tool called the Brand Fascination Profile, which will help you earn attention in any environment. Dive into the science of fascination and learn how to: Increase prices with ideas from poker to Play-Doh Build revenue by learning about the \$14 million license plate Get better leads through hypnosis by Sigmund Freud and Steve Jobs Attract raving fans by following the cult of pistachio ice cream Whether you realize it or not, your brand is already applying one of the seven Advantages Hogshead describes here: Innovation, Passion, Power, Prestige, Mystique, Alert, or Trust. The question is, how can you apply these core Advantages to stand out in a crowded and distracted world? Hundreds of large corporations, small businesses, and universities—including Twitter, IBM, Porsche, and New York University—use the Fascinate system to captivate their customers. Why? The answers are in this book.

## Book Information

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## Customer Reviews

“This is a transformative work, a beautifully written book that will forever change the way you see the world. I loved it. Let me be really clear: you need to buy this book, devour it, absorb it and then buy copies for your colleagues. A lot of copies.” • (Seth Godin, author of *Linchpin*)

“Can you dissect ‘fascination’? Sally Hogshead says, ‘Yes.’ Fascination is arguably the most powerful of product attachments—and this pioneering book helps us approach the word and the concept in a thoughtful and also practical manner.” • (Tom Peters, author of *In Search of Excellence*)

“Fascinate is a riveting journey through the forces of fascination—how it irresistibly shapes our ideas, opinions, and relationships—and how to wield it to your advantage.” • (Alan Webber, author of *Rules of Thumb*)

“Whenever your message hasn’t reached a customer, peer over at Sally Hogshead’s collection of stories and directives, replete with more illuminating, original, and doable ideas than you can handle in a lifetime. Okay, two lifetimes.” • (Richard Laermer, author of *Forecast 2011* and *Full Frontal PR*)

“This slight but practical work packs a big punch.” • (Publishers Weekly)

“As Hogshead wends her way around the world of fascination, her citations are funny and apt, even educational... Fascinate is a fascinating book...” • (Richard Pachter, *Miami Herald*)

Why is J&Agermeister the most popular brand that nobody likes? Why do women spend more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1,000%? And then there’s the most important question of all: How can your brand become impossible to resist? Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework for fascinating anyone. The word ‘fascinate’ comes from the Latin *fascinare*, meaning ‘to bewitch or hold captive so that others are powerless to resist.’ Fascination is the most powerful force of attraction, drawing customers into a state of intense focus. This extensively revised and updated edition includes Hogshead’s latest research on the science of fascination. Combining original case studies with award-winning copywriting experience, she gives you the exact words you will need to capture the attention of a distracted world. This new edition includes a free assessment tool called the Brand Fascination Profile, which will help you earn attention in any environment. Dive into the science of fascination and learn how to increase prices with ideas from poker to Play-Doh, Build revenue by learning about the \$14 million license

plate, Get better leads through hypnosis from Sigmund Freud and Steve Jobs, Attract raving fans by following the cult of pistachio ice cream. Whether you realize it or not, your brand is already applying one of the seven Advantages Hogshead describes here: Innovation, Passion, Power, Prestige, Trust, Mystique, and Alert. The question is, how can you apply these core Advantages to stand out in a crowded and distracted world? Hundreds of large corporations, small businesses, and universitiesâincluding Twitter, IBM, Porsche, and New York Universityâuse the Fascinate system to captivate their customers. Why? The answers are in this book.

I just made it to Part II and I am completely hooked! I was trying to make a major decision on what to put on a banner for a trade show and after reading Part I I know just what to do. BE DIFFERENT! Now I have no fear of going to the unknown with an edgy promotion. I took the Brand Fascination test and it changed everything for me. I had been going in the right direction but now I have the works! That profile is printed out and now in my note book to keep with me so I can read it and use it. Highly recommend but I could be biased because I have read all of her books! But...this one is the BEST! Big fan of Sally!

What a fabulous and fascinating book filled with research, stories and a practical reference guide! I'll be using it with my brand and recommending it highly to clients!

Loved this book, gave a clear set of plans and ideas for all marketing needs. Possibly one of the best connections between branding and strategy I have seen. LOVE it!

Absolutely fascinating. A test that allows you to see how others see you and how you can use that to boost your strengths and marketing message.

First, I LOVE the way Sally Hoghead writes... forthright, funny, very down-to-earth, and right on target. Secondly, we've been trying to solve a business problem for several decades. I'm not yet sure if her solution will really work, but in 1 page, she helped me to define the issue. A refreshingly different approach! And, from the clients she has had (who doesn't know the "Aflac duck"?), it looks highly likely that she's on the right track.

Sally nails it here. Every entrepreneur and person who desires to influence others should read this book.- RG

The information I've always looked for. So many books and sites tell you things that worked for them but never really explain why. Reading this book and the Fascinate test really helped me understand my brand on a deeper level. It's provided insight how to present my brand and why so my brand is attractive to my target market. Highly recommended if you want to tailor your brand to your audience on a deeper level.

Excellent and compelling read, rich with specific concepts, strategies and tactics to help you clarify and communicate a meaningful brand. Ideal for any individual or organization interested in making a difference.

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