

## Sally Hogshead

Expert on Persuasion and Fascinating Customers

Drawing upon her branding expertise, Sally Hogshead created a method to identify how each person is able to captivate their listeners. The Fascination Advantage® is the first communication assessment that measures how others perceive you. After researching over one million professionals, her algorithm can pinpoint your most valuable differentiating traits. The science of fascination is based on Sally's decade of research with dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

Her two most recent books, *FASCINATE: How to Make Your Brand Impossible to Resist* and *HOW THE WORLD SEES YOU: Discover Your Highest Value Through the Science of Fascination*, were both *New York Times* bestsellers. Sally writes a weekly online column for Inc. on issues around personal and corporate branding. She is a member of the Speaker Hall of Fame and Word of Mouth Marketing Association (WOMMA) Hall of Fame. Named a Top Brand Guru, her practical marketing system now lives inside organizations such as IBM, Twitter, the YMCA, as well as thousands of small businesses.

Early in her advertising career, Sally skyrocketed to the top becoming the most awarded junior copywriter in the U.S. by age 24. Her campaigns for brands such as MINI Cooper, Nike, Godiva and Coca-Cola have fascinated millions of consumers. At 27, she opened her first ad agency and her work is on exhibit at the Smithsonian Museum of American History. She frequently appears in national media, including NBC's TODAY and the *New York Times*.