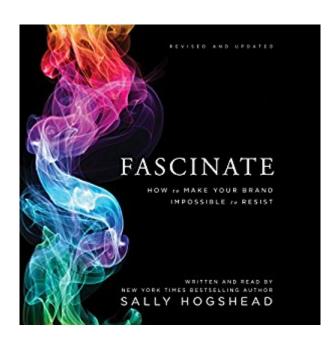
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# Fascinate, Revised And Updated: How To Make Your Brand Impossible To Resist





## Synopsis

A newly revised and updated edition of the influential guide that explores one of the most powerful ways to attract attention and influence behavior - fascination - and how businesses, products, and ideas can become irresistible to consumers. In an oversaturated culture defined by limited time and focus, how do we draw attention to our messages, our ideas, and our products when we have only seconds to compete? Award-winning consultant and speaker Sally Hogshead turned to a wide realm of disciplines, including neurobiology, psychology, and evolutionary anthropology. She began to see specific and interesting patterns that all centered on one element: fascination. Fascination is the most powerful way to capture an audience and influence behavior. This essential book examines the principles behind fascination and explores how those insights can be put to use to sway: Which brand of frozen peas you pick in the case Which city, neighborhood, and house you choose Which profession and company you join Where you go on vacation Which book you buy off the shelf Structured around the seven languages of fascination Hogshead has studied and developed - power, passion, innovation, alarm, mystique, prestige, and alert - Fascinate explores how anyone can use these triggers to make products, messages, and services more fascinating - and more successful.

#### **Book Information**

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### **Customer Reviews**

Canâ Â™t afford an expensive ad agency to figure out your brand strategy? Or, maybe you can and you want something to measure their work against?Best selling author, world class branding

Sally Hogshead knows what she is talking about. There are plenty of personality tests and books out there that talk about how you fit into the world based on how you behave and how you see the world. Sally is the first person who brought to my attention the concept of thinking about how the world sees ME. The idea that I need to focus on the things that make me unique things that make me stand out and then learn how to use them to my best advantage was a totally new concept until I saw Sally speak at a conference. Since my first encounter with her a year ago through the launch and reading of this book I have come to understand how to truly be me at my best and the changes that are happening in my personal and professional life as a result are spectacular. I think anyone struggling to find a new direction can benefit greatly from Sally's unique prospective and approach. We all have the potential to fascinate and being fascinating is what sets us above the crowd. But we've all been so conditioned to follow the crowd, go with the flow, change what's odd, or weird or stands out. With Sally's guidance one can learn, as I have, how to make the most, best use out of what makes you unique.

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!

Brands date back at least to the ancient markets in ancient, Greece, and Rome. So, what is a brand? Heidi Cohen assembled 30 responses to that guestion from a variety of sources. Here are three:o The American Marketing Association defines a brand as â ÂœA name, term, design, symbol, or any other feature that identifies one sellerâ Â<sup>TM</sup>s good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.â Â•o Brand is a known identity of a company in terms of what products and services they offer but also the essence of what the company stands for in terms of service and other emotional, non tangible consumer concerns. To brand something is when a company or person makes descriptive and evocative communications, subtle and overt statements that describe what the company stands for. For example, is the brand the most economical, does it stands for superior service, is it an environmental responsible provider of x,y,z service or product. Each communication is deliberate in evoking emotion in the receiver to leave him/her with an essence of what the company or person stands for. Donna Antonuccio Branding is the art of aligning what you want people to think about your company with what people actually do think about your company. And vice-versa. Jay Baer. Author with Amber Naslund of The Now RevolutionAll of this is trueâ Â|but insufficient. Now letâ Â^s focus on a revised and updated edition of Fascinate, a book first published years ago. Why a new edition? Sally Hogshead is convinced â Â" and I agree â Â" that most marketers need to revise and update their perspectives on brands and branding. With all dues respect to signage such as swooshes and golden arches, brands must evoke expectations that are fulfilled, if not exceeded, by the customer experience. Hogshead explains: â ÂœMy first book Fascinate was published in 2010, and in that book I explored how our brains become captivated by certain people and ideas. I outlined the seven ways in which brands fascinate us. I gave the [begin italics] why [end italics] but not the [begin italics] how [end italics]. The truth is, I didnâ Â™t yet know all the stepsâ Â|This is not a small revision; as my editors can attest, itâ Â™s a major overhaul. More major, in fact, than I think any of us realized. We ripped the entire book apart and rebuilt it to be a fascinatingly practical guide. â Â• She added new stories and action steps, a â ÂœBrand Fascination Profile,â Â• and â ÂœTurboBranding,â Â• a step-by-step process in Parts III and IV, which gives you a blazingly fast way to create brand messages in about an hour.â Â•As I worked my way through her Introduction to the new edition, I was again reminded of a situation many years ago when a Princeton colleague of Albert Einstein gently chided him for asking the same questions every year on his final examination. â ÂœQuite

true. Guilty as charged. Each year, the answers are different. â Â•l think that is also true of many of the questions that are asked about marketing, especially today in a global marketplace that is more volatile, more uncertain, more complex, and more ambiguous than at any prior time that I can remember. Few (if any) of the correct answers in 2010 are probably true in 2016. These are among the dozens of passages of greatest interest and value to me, also listed to suggest the scope of Hogsheadâ Â™s coverage in Parts I and II:o Kelton Study of fascination (Pages 6-7 and 273-281) The Seven Languages of Fascination (10) Marketing dimensions (15-17, 42-43, 45-46, and 62-63) o JA agermeister (18-19 and 47-50) o Differentiation (23-25, 47-50, and 61-64) o The Modern Marketing Maze (39-40) o Fascinate the Goldfish (40-42) o The Three Deadly Threats to Communication (42-44) Dinosaur food (71-72) Five Adjectives to Differentiate Your Innovation Brand (74) o How Brands Use Innovation in Their Marketing (75-80) o The Language of Creativity: Innovation at a Glance (81)o Adjectives to Differentiate Your Passion Brand (86)o Four marketing pillars of passion brands (87-93)o Five Adjectives to Differentiate Your Power Brand (98)o How Brands Use Power in Their Marketing (99-105) The Language of Confidence: Power at a Glance (107-120) Five Adjectives to Differentiate Your Prestige Brand (111) Trust as advantage (121-133, 219-220, and 284-285)o Five Adjectives to Differentiate Your Trust Brand (124)o How Br ands Use Trust in Their Marketing (125-132)o Predictability and trust (127-128, 129-130, and 131-132) o Five Adjectives to Differentiate Your Mystique Brand (138) o How Brands Use Mystique in Their Marketing (139-149) Five Adjectives to Differentiate Your Alert Brand (154) How Brands Use Alert in Their Marketing (156-163) Understanding the Seven Advantages (165) Briefly, here is how Hogshead organizes her material:Part I: How and why a brain becomes fascinatedPart II: How each of the seven Advantages can create a state of intense focusPart III: How the aforementioned  $\tilde{A}$ ¢ $\hat{A}$   $\hat{A}$ cepractical system $\tilde{A}$ ¢ $\hat{A}$   $\hat{A}$ • can be modified to accommodate almost any strategy and tactic(s) for almost any messagePart IV: How to get started with the five-step action planSally Hogshead offers a methodology that is cohesive, comprehensive, and cost-effective, one that -- if applied with rigor and passion as well as with patience and persistence -- really can help to make almost any brand impossible to resist. The greater challenge, obviously, is to sustain that appeal. Perhaps she will address that challenge in her next book.

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Business Development Handbook to Transform Anyone into an Indispensable Personal Brand Fascinate: Your 7 Triggers to Persuasion and Captivation How to Build Self-Discipline: Resist Temptations and Reach Your Long-Term Goals The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market) How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback)) The Art of Crayon: Draw, Color, Resist, Sculpt, Carve! Resist Me: Men of Inked, Book 3 It's MY Body: A Book to Teach Young Children How to Resist Uncomfortable Touch (Children's safety series & abuse prevention) Hand Block Printing & Resist Dyeing Resist Nothing: Guided Meditations to Heal the Pain-Body Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century

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