

A QUICKSTART GUIDE

# THE FASCINATION FACTOR

TURNING YOUR NATURAL, HIDDEN STRENGTHS  
INTO YOUR GREATEST ADVANTAGE

{ FASCINATE, INC. }

YOU'RE ABOUT TO FIND  
WHICH ONE OF THE  
**7 FASCINATION TRIGGERS**  
YOU NATURALLY USE TO  
PERSUADE AND CAPTIVATE:

**POWER**  
**PASSION**  
**PRESTIGE**  
**MYSTIQUE**  
**ALARM**  
REBELLION  
TRUST

Start by taking the F Score personality test:

**{ WWW.FSCORETEST.COM }**

The F Score test is based on extensive national research  
for Sally Hogshead's book, FASCINATE.

Over 30,000 people have taken the test so far.

Now you're ready to begin discovering  
how you persuade the world...  
*and how the world persuades you.*

YOU TAKE CONTROL

*power*

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HOW TO USE  
*power*  
TO TAKE CONTROL

**ARE YOU POWER?**

*You're a naturally strong leader.*

**WHO YOU ARE**

Confident • Goal-Oriented  
Influential • Opinionated • Decisive

**HOW TO USE POWER**

- Play on your own terms
- Establish a ranking system by taking the alpha stance
- Seek respect above affection

**WHAT WILL HAPPEN**

- Increased authority
- More influence over decisions
- Mastery of the environment

**COMBINE POWER WITH**

- **PASSION** to create participation
- **MYSTIQUE** to hold ironclad secrecy
- **PRESTIGE** to elevate your strength
- **ALARM** to jumpstart instant urgency
- **REBELLION** to spark an entrepreneurial spirit
- **TRUST** to build strong bonds over time

YOU CREATE ATTRACTION

*passion*

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HOW TO USE  
*passion*  
TO CREATE ATTRACTION

**ARE YOU PASSION?**

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

**WHO YOU ARE**

Expressive • Intuitive • Playful  
Impulsive • Affectionate

**HOW TO USE PASSION**

- Avoid rational facts and data
- Openly communicate emotions
- Create experiences to touch, hear, smell, watch, and taste

**WHAT WILL HAPPEN**

- Stronger personal connections
- More involved participation from your network
- Warmer, more memorable experiences

**COMBINE PASSION WITH**

- **POWER** to make authority feel human
- **MYSTIQUE** to magnetically attract interest
- **PRESTIGE** to elevate desire
- **ALARM** to accelerate craving
- **REBELLION** to playfully tweak traditions
- **TRUST** to create timeless cravings

YOU AROUSE CURIOSITY

*mystique*

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HOW TO USE  
*mystique*  
TO AROUSE CURIOSITY

**ARE YOU MYSTIQUE?**

*You intrigue others by not giving it all away.*

**WHO YOU ARE**

Understated • Rational • Complex  
Reserved • Deliberate

**HOW TO USE MYSTIQUE**

- Reveal less than expected
- Provoke questions without giving answers
- Use stories, not facts

**WHAT WILL HAPPEN**

- Greater control over your process
- More privacy in decisions
- Less drama

**COMBINE MYSTIQUE WITH**

- **POWER** to maintain solo domain
- **PASSION** to pique desire
- **PRESTIGE** be respected, yet unattainable
- **ALARM** to drive action around a secret
- **REBELLION** to spark questions
- **TRUST** to retain a timeless aura of mystery



YOU INCREASE RESPECT

*prestige*

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HOW TO USE  
*prestige*  
TO INCREASE RESPECT

**ARE YOU PRESTIGE?**

*Your goals and performance are always higher.*

**WHO YOU ARE**

Ambitious • Detail-Oriented • Aspirational  
Strong-willed • Discerning

**HOW TO USE PRESTIGE**

- Increase perceived value within the group
- Limit your availability
- Define your own standards

**WHAT WILL HAPPEN**

- Increased value in your personal brand
- Respect from peers
- A higher level of performance

**COMBINE PRESTIGE WITH**

- **POWER** to sharpen admiration
- **PASSION** to increase the value of irrational purchase
- **MYSTIQUE** to hint at hidden benefits
- **ALARM** to heighten demand for luxury
- **REBELLION** to set the rules on your terms
- **TRUST** to embody timeless fine living

YOU SPARK ACTION

*alarm*

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## HOW TO USE

# *alarm*

TO SPARK ACTION

## ARE YOU ALARM?

*You meticulously watch all the details to avoid problems.*

## WHO YOU ARE

Perfectionistic • Reliable • Routine-Oriented  
Careful • Rational

## HOW TO USE ALARM

- Focus on negative consequences
- Accelerate urgency
- Use rational risks to drive action

## WHAT WILL HAPPEN

- Decreased complacency
- Increased focus on details
- People will respond more quickly

## COMBINE ALARM WITH

- **POWER** to incite instant movement
- **PASSION** to quicken attraction
- **MYSTIQUE** to mask the real facts
- **PRESTIGE** to drive a buying frenzy
- **REBELLION** to force an alternative path
- **TRUST** to share concerns with a group

YOU CHANGE THE GAME

# *rebellion*

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# HOW TO USE *rebellion*

TO CHANGE THE GAME

## ARE YOU REBELLION?

*Your creativity invents untraditional solutions.*

### WHO YOU ARE

Innovative • Independent • Entrepreneurial  
Unpredictable • Mischievous

### HOW TO USE REBELLION

- Encourage others to break old habits
- Tweak conventional rules
- Choose the unexplored path

### WHAT WILL HAPPEN

- Better answers through experimentation
- Fresher, more innovative solutions
- A competitive advantage over the established leader

### COMBINE REBELLION WITH

- **POWER** to kindle an entrepreneurial spirit
- **PASSION** to spark passionate creativity
- **MYSTIQUE** to keep your ideas to yourself
- **PRESTIGE** to tempt others to upgrade
- **ALARM** to quicken new thinking
- **TRUST** to consistently offer new ideas

YOU BUILD LOYALTY

*trust*

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## HOW TO USE

*trust*

TO BUILD LOYALTY

## ARE YOU TRUST?

*You build relationships through dependability.*

### WHO YOU ARE

Stable • Reliable • Familiar

Predictable • Comforting

### HOW TO USE TRUST

- Do what you say, say what you do
- Avoid surprises
- Repeat and retell your story

### WHAT WILL HAPPEN

- A solidly-established reputation
- More repeat business from customers
- Greater loyalty from friends

### COMBINE TRUST WITH

- **POWER** to reinforce a strong message
- **PASSION** to sustain attraction
- **MYSTIQUE** to maintain privacy
- **PRESTIGE** to uphold enduring values
- **ALARM** to motivate instant action
- **REBELLION** to tweak traditions



## SALLY HOGSHEAD

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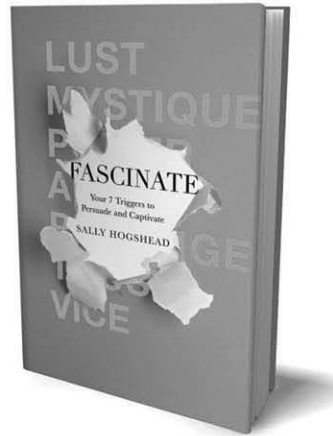


*Growing up with the last name Hogshead would give anyone an unconventional point of view. During her second year in advertising, Sally won more awards than any other writer in the U.S., and was called "the most successful junior copywriter of all time." Today, she's regularly featured in national media including the TODAY Show and The New York Times. Her company, Fascinate, Inc., teaches people and brands how to become irresistibly captivating.*

*Sally's own personal six-word mission statement:  
"Radical ideas, passionate action, keenly executed."*



A HOGSHEAD IS A BARREL THAT HOLDS 62 GALLONS.  
SO WHAT'S YOUR LAST NAME, SMARTASS?



*“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, *LINCHPIN*

**{ FASCINATE, INC. }**  
WE MAKE YOU FASCINATING

SINCE PUBLICATION IN 2010, FASCINATE HAS  
BEEN TRANSLATED INTO 13 LANGUAGES.