

*Fascinate Unlocking The Secret Triggers Of Influence Persuasion  
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The ultimate in fascination: be yourself Don't we all want to be fascinating? Sally Hogshead's book Fascinate: Unlocking the Secret Triggers of Influence, Persuasion, and Captivation discusses this concept or more accurately teaches you that you are already fascinating and how to use your natural abilities to be more fascinating.

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Fascinate Quotes. "Fascination takes many forms, but all tap into instinctive triggers, such as the need to hunt, to control, to feel secure, to nurture and be nurtured. Some fascinations last only a heartbeat, while others last beyond a seventy-fifth wedding anniversary." — Sally Hogshead , Fascinate: Unlocking...

### **Fascinate Quotes by Sally Hogshead - Goodreads**

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.

### **FASCINATE YOUR 7 TRIGGERS TO PERSUASION AND CAPTIVATION PDF**

Sally Hogshead's book "Fascinate: Your 7 Triggers to Persuasion and Captivation" is a legendary adperson's take on how to get people interested in you, your products, or your services. She writes it in a witty, breezy way that keeps the insights coming and the plot moving.

### **Book Review: Fascinate by Sally Hogshead | Mboten**

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Fascinate: Unlocking the Secret Triggers of Influence, Persuasion, and Captivation. Dec 14, Rebecca Waring-Crane rated it liked it. At the amateur level, tells are simpler. But at the professional level, tells would be almost impossible for you or me to read. Brush trifgers teeth, comb your hair, smile, dress revealingly, conceal your farts ...

### **FASCINATE YOUR 7 TRIGGERS TO PERSUASION AND CAPTIVATION PDF**

In my previous blog post I talk about How to Fascinate: Unlocking the Secret Triggers of Influence, Persuasion, and Captivation & its relation to effective marketing communication.

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