



Sally Hogshead

Hall of Fame speaker and two-time New York Times bestselling author, Sally Hogshead

Sally is an award-winning advertising and branding guru who has written several best-selling books including 'Fascinate: your seven triggers to persuasion and captivation'

Sally's biography

Sally Hogshead's background

From her early days as a young, ambitious copywriter to overseeing a decade of research to create the ground-breaking Fascination Advantage® Assessment, Sally Hogshead has not just walked the walk; she has led the pack.

Very few other speakers can bring such a diverse and relevant experience to deliver a keynote that will [transform](#) your audience, improve your bottom line and quite literally rock the house.

Sally's rise to international fame in advertising is the stuff of legend; she won more awards in her first two years than any other US writer in history. She reached the top of her profession in her early 20s, designing adverts for consumers worldwide for brands like *Nike*, *Godiva* and *Harley Davidson*.

Only four years after starting out as a junior copywriter, Sally launched the Los Angeles partnership agency, Robaire & Hogshead. She went on from there to open Crispin Porter + Bogusky in Venice Beach with an impressive client list that included Rémy Martin, Target Corporation and MINI Cooper. It was for their work with MINI that the agency won #1 Best Magazine Campaign.

Over the course of her advertising career, Sally won hundreds of awards for [creativity](#), copywriting and branding, earning almost every major international award on record including:

- Kelly Award for Best Campaign,
- Cannes Lions Festival Award
- Clio

- Advertising One Show (four gold medals)

Some of her work on advertising has been exhibited at the Smithsonian Museum of American History. In 2001, Sally published her first book, *Radical Careering*. The book, which outlines 100 'truths' about personal branding, immediately received widespread acclaim.

In the same year, Sally discovered that fascination is the most intense form of focus, driving decision-making in all areas. She began 10 years of research in neurology, biology, [economics](#), history and anthropology to discover the forms of communication that trigger responses in the human brain. Combining her research with her extensive brand-building background, Sally discovered the seven "triggers" of fascination.

Soon after, Sally published her second book, *FASCINATE: Your 7 Triggers to Persuasion and Captivation*. The book identifies the types of brand communication that companies use to fascinate customers using research gathered from 100,000 individuals.

In 2012, Sally developed an algorithm for implementing the Fascinate system and expanded her research. In the same year, she was inducted into the Speaker Hall of Fame®, the speaking industry's highest award for professional excellence.

In 2014, HarperCollins published Sally's third book, *How the World Sees You* which rose to #2 New York Times Bestseller, #1 Wall Street Journal Best Seller, Amazon editor top pick, IBM book of the month and the Oprah Winfrey "Best Self-Help Book That Works". In 2016, they also published a revised and updated version of *FASCINATE*, taking the Advantage System and applying it to small businesses and professionals. The book became a New York Times Best Seller and earned Sally #1 Wall Street Journal Best Seller acclaim.

Sally was also awarded the #1 Global Brand Guru in 2016 and was inducted into the exclusive Word of Mouth [Marketing](#) Hall of Fame in 2017.

To date, Sally Hogshead has helped more than one million people discover their personal brand.

Sally's talks

- **Your Unique Advantage And Where It's Valued**
- **What High Performers Do Differently**
- **Different is Better than Better**
- **How You Add Value**
- **Become More Of Who You Are**
- **Customize Your Message And Soar**
- **How To Give Your Revenue An Immediate Boost**

