

Fascinate By Sally Hogshead

The biggest ingredient to success is timing, yet everyone ignores it. Surge is a step by step guide to position your business directly in front of surging customer demand. You can time the market, after all.

What if there was a simple way for small business owners to create wealth for themselves that required no extra work? Here's the secret: one of the easiest ways for entrepreneurs to create wealth is to invest in their commercial real estate and finance the purchase. Why is Jägermeister the most popular brand nobody likes? Why do women pay more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1000%? And then there's the most important question of all: How can your brand become impossible to resist? Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework to fascinate anyone. The word "fascinate" comes from the Latin word fascinare, meaning "to bewitch or hold captive so others are powerless to resist." Fascination is the most powerful force of attraction, drawing customers into a state of intense focus. This extensively revised and updated edition includes Hogshead's latest research on the science of fascination. Combining original case studies with award-winning copywriting experience, she gives you the exact words you need to capture the attention of a distracted world. This new edition includes a free assessment tool called the Brand Fascination Profile, which will help you earn attention in any environment. Dive into the science of fascination and learn how to: Increase prices with ideas from poker to Play-Doh Build revenue by learning about the \$14 million license plate Get better leads through hypnosis by Sigmund Freud and Steve Jobs Attract raving fans by following the cult of pistachio ice cream Whether you realize it or not, your brand is already applying one of the seven Advantages Hogshead describes here: Innovation, Passion, Power, Prestige, Mystique, Alert, or Trust. The question is, how can you apply these core Advantages to stand out in a crowded and distracted world? Hundreds of large corporations, small businesses, and universities—including Twitter, IBM, Porsche, and New York University—use the Fascinate system to captivate their customers. Why? The answers are in this book.

The beloved spiritual teacher builds on the message of his enduring New York Times and international bestseller The Four Agreements with this profound guide that takes us deeper into the tradition of Toltec wisdom, helping us find and use the hidden power within us to achieve our fullest lives. In The Four Agreements, Don Miguel Ruiz introduced seekers on the path to enlightenment to the tenets of Mesoamerican spiritual culture—the ancient Toltec. Now, he takes us deeper into Native American practice, and asks us to consider essential questions that drive our lives and govern our spiritual power. Three eternal questions can help us into our power and use it judiciously: Who am I? What is real? How do I express love? At each stage in our lives, we must ask these simple yet deeply profound questions. Finding the answers will open the door to the next stage in our development, and eventually lead us to our complete, truest selves. But as Don Miguel Ruiz makes clear, we suffer if we do not ask these questions—or if we fail to pay attention to their answers—because we either never act on our power or use it destructively. Only when power is anchored in our identity and in reality will it be able to be in synch with the universe—and be of true benefit to ourselves and to others. The three questions provide a practical framework that allows readers to engage with Ruiz's transformative message and act as a vehicle for overcoming fear and anxiety and discovering peace of mind. An essential guide for all travelers pursuing self-knowledge, understanding, and acceptance, The Three Questions is the next step in our unique spiritual metamorphosis.

Painting the Psalms

Fanocracy

Abundance

Transform Any Situation, Close Any Deal, and Achieve Any Outcome

Worth Doing Wrong

Make the Sale, Deliver the Service, Build the Brand

Your 7 Triggers to Persuasion and Captivation

An award-winning advertising director shares advice on how to find enthusiasm and a sense of purpose in one's career, in a guide for generation-X professionals that makes recommendations about living a lifestyle in accordance with one's salary, setting high goals, and pursuing meaningful achievements. Original. 35,000 first printing.

Revised 2013 About the Book Achieving "hit writer" status has always been a formidable goal for any songwriter. Never more so however than in the 21st century. Catching the ear of the monumentally distracted, fragmented listener has never been more difficult. Getting their attention, inviting them in to your song and keeping them there for long enough for

your song to become "their song" requires more than being just a "good" songwriter. Murphy's Laws of Songwriting "The Book" arms the songwriter for success by demystifying the process and opening the door to serious professional songwriting. Hall of fame songwriter Paul Williams said in his review of the book "If there was a hit songwriters secret handshake Da Murphy would probably have included it." About the Author Ralph Murphy, songwriter, has been successful for five decades. Consistently charting songs in an ever-changing musical environment makes him a member of that very small group of professionals who make a living doing what they love to do. Add to that the platinum records as a producer, the widely acclaimed Murphy's Laws of Songwriting articles used as part of curriculum at colleges, universities, and by songwriter organizations, his success as the publisher and co-owner of the extremely successful Picalic Group of Companies and you see a pattern of achievement based on more than luck.

Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that:

- Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances.
- A small, profitable business can be worth much more than a large business surviving on its top line.
- Businesses that attain early and sustained profitability have a better shot at achieving long-term growth.

With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

It's no secret that companies that deliver one-of-a-kind experiences for their customers create raving fans that return, refer, and clamor for more. As a leader in your organization, you are charged with coming up with unique and exciting ideas for rolling out the red carpet for your customers. But given your other responsibilities, where can you find the time to do so? *501 Ways to Roll Out the Red Carpet for Your Customers* is power-packed with proven, ready-to-implement action ideas to enhance your customers' experience. You'll find examples from a variety of fields, from healthcare, banking, and entertainment to small business, retail, and entrepreneurial ventures. *501 Ways to Roll Out the Red Carpet for Your Customers* will give you helpful tips to: Make "red-carpet service" a first and lasting impression. Get your team "red-carpet ready." Inspire positive word-of-mouth by delivering wow. Handle service recovery with style. Employ creative marketing ideas and social media savvy. Using the plethora of tips, tricks, and techniques in *501 Ways to Roll Out the Red Carpet for Your Customers*, you don't have to reinvent the customer-service wheel - just roll out the red carpet!

A Transformational Four-Step Process

The Quest to Build a Culture That Rocks

Choose

Summary and Analysis

From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life

Risk Forward

Powershift

The NEW Rulebook for Entrepreneurial Success What's the surest way to startup failure? Follow old, outdated rules. In *Content Inc.*, one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It's a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It's a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine's list of fastest growing private companies for three years straight. It's also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you'll be able to sell pretty much anything you want. Today's markets are more dynamic and customers are more fickle than ever before. Why would you put all your eggs in one basket before securing a loyal customer base? *Content Inc.* shows you how to get customers first and develop products later. It's the best way to build a solid, long-lasting business positioned for today's content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds. A pioneer of content marketing, Pulizzi has cracked the code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work. In *Content Inc.*, he breaks down the business-startup process into six steps, making it simple for you to visualize, launch, and monetize your own business. These steps are:

- The "Sweet Spot": Identify the intersection of your unique competency and your personal passion
- Content Tilting: Determine how you can "tilt" your sweet spot to find a place where little or no competition exists
- Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.)
- Harvesting Audience: Use social-media and SEO to convert one-time visitors into long-term subscribers
- Diversification: Grow your business by expanding into multiple delivery channels
- Monetization: Now that your expertise is established, you can begin charging money for your products or services

This model has worked wonders for Pulizzi and countless other examples detailed in the book. Connect these six pieces like a puzzle, and before you know it, you'll be running your own profitable, scalable business. Pulizzi walks you step by step through the process, based on his own success (and failures) and real-world multi-million dollar examples from multiple industries and countries. Whether you're seeking to start a brand-new business or drive innovation in an existing one, *Content Inc.* provides everything you need to reverse-engineer the traditional entrepreneurial model for better, more sustainable success. Joe Pulizzi is an entrepreneur, professional speaker, and podcaster. He is the founder of several startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by Inc. magazine in 2014. CMI produces *Content Marketing World*, the world's largest content marketing event, and publishes the leading content marketing magazine, *Chief Content Officer*. Pulizzi's book *Epic Content Marketing* was named one of Fortune magazine's Five Must Read Business Books of the Year.

Summary & Analysis: *How the World Sees You* By Sally Hogshead: Discover Your Highest Value Through The book is truly a fascinating discovery for anyone who is looking to know themselves better and become a better performer. If you have found yourself in the job market recently, this is an absolute

help that will teach you how to better sell yourself on paper and in person. It will also help you learn to communicate better with people at all levels and all walks of life. What you learn about yourself by doing a free online assessment is excellent and the insights you gain will help you in many ways from A to Z and in between. The reading is a bit long and a little redundant; however, the end result is worth the effort! For more information click on BUY BUTTON!! tag:how the world sees you sally hogshead,how the world sees you,sally hogshead,fascinate sally hogshead,sally hogshead how the world sees you,how the workd sees you,sally hogshead how to fascinate

An engaging and accessible guide to getting the most from your workplace teams. The Performance Principle is written for any manager, supervisor, or business leader who feels there must be a better, more systematic way to motivate their team and achieve phenomenal results. It tells the fictional story of Will Campbell, the newly promoted executive in charge of the Hyler manufacturing facility. The company has fallen on hard times and Campbell is given a year to turn around Hyler's fortunes, a feat made all the more challenging because of the discontent among all of Hyler's employees, from management to sales to the unionized shop floor. Over the course of several tumultuous months, Campbell and his team learn the unique principles of performance management and the powerful results it can deliver. Unique, lively and powerfully effective, The Performance Principle illustrates the fundamentals of performance management, providing a model that allows the reader to understand exactly what motivates people in the workplace, and how to align this with the organization's strategy.

Don't let your creative ideas get picked apart and put down! If you're like most creative people, chances are high that you've had your share of ideas rejected by clients or decision makers. While we sometimes make the mistake of believing ideas should sell themselves, the fact is that the better and bolder the idea, the more it needs selling. This book contains powerful techniques to help you sell your ideas to those with approval power. You'll find tips from designers, writers, marketers and other creative professionals, along with meaty advice from selling and branding gurus. In no time, you'll be able to convince those who hold the purse strings that your ideas are worth pursuing and investing in. "Designers have a little known secret: Designing something is the easy part, getting others, specifically clients, to embrace that design is the real hard part. Harrison has put together dozens of tips that, if applied correctly, independently or in unison, will help you get those great design ideas approved." —Armin Vit and Bryony Gomez-Palacio, authors of Graphic Design, Referenced

A Practical Guide to Understanding Motivation in the Modern Workplace

Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses

Summary of Sally Hogshead's Fascinate, Revised and Updated

Profit First

My Stories and Lessons from Ronald Reagan's Final Years

Fascinate

Time the Marketplace, Ride the Wave of Consumer Demand, and Become Your Industry's Big Kahuna

The future of work is already here, and what this future looks like must be a pressing concern for the current generation of leaders in both the private and public sectors. In the next ten to fifteen years, rapid change in a post-pandemic world and emerging technology will revolutionize nearly every job, eliminate some, and create new forms of work that we have yet to imagine. How can we survive and thrive in the face of such drastic change? Deanna Mulligan offers a practical, broad-minded look at the effects of workplace evolution and automation and why the private sector needs to lead the charge in shaping a values-based response. With a focus on the power of education, Mulligan proposes that the solutions to workforce upheaval lie in reskilling and retraining for individuals and companies adapting to rapid change. By creating lifelong learning opportunities that break down boundaries between the classroom and the workplace, businesses can foster personal and career well-being and growth for their employees. Drawing on her own experiences, historical examples, and reports from the frontiers where these issues are unfolding, Mulligan details how business leaders can prepare for and respond to technological disruption. Providing a framework for concrete and meaningful action, Hire Purpose is an essential read about the transformations that will shape the next decade and beyond.

A Wall Street Journal bestseller From the author of New Rules of Marketing & PR, a bold guide to converting customer passion into marketing power. How do some brands attract word-of-mouth buzz and radical devotion around products as everyday as car insurance, b2b software, and underwear? They embody the most powerful marketing force in the world: die-hard fans. In this essential book, leading business growth strategist David Meerman Scott and fandom expert Reiko Scott explore the neuroscience of fandom and interview young entrepreneurs, veteran business owners, startup founders, nonprofits, and companies big and small to pinpoint which practices separate organizations that flourish from those stuck in stagnation. They lay out a road map for converting customers' ardor into buying power, pulling one-of-a-kind examples from a wide range of organizations, including: · MeUndies, the subscription company that's revolutionizing underwear · HeadCount, the nonprofit that registers voters at music concerts · Grain Surfboards, the board-building studio that willingly reveals its trade secrets with customers · Hagerty, the classic-car insurance provider with over 600,000 premier club members · HubSpot, the software company that draws 25,000 attendees to its annual conference For anyone who seeks to harness the force of fandom to revolutionize his or her business, Fanocracy shows the way.

The bestselling author and star of ABC's Shark Tank reveals how to master the three prongs of influence: reputation, negotiation, and relationships. Have you ever wanted to make a big change in your life but weren't sure where to start? In Powershift, Daymond John shares the answer. To take control of your destiny and drive the change you want to see, you need to lay the groundwork so you're prepared to seize every opportunity that comes your way. And that means mastering - Influence--make an impression: Develop a reputation that highlights what you stand for. - Negotiation--make a deal: Hone a win-win negotiating style. - Relationships--make a connection last: Nurture those connections you make along the way. Through never-before-told stories from his life and career, Daymond shares the lessons that got him to where he is today: from how he remade his public image as he transitioned from clothing mogul to television personality, to how he mastered the negotiation strategies that determine whether deals are won or lost "in the tank," to his secrets for building long-lasting--and profitable--relationships with founders and brands. Throughout the book, some of the world's most

successful personalities reveal how they shifted their power in meaningful ways: Kris Jenner on determining your value: "You don't have to go ask somebody else for permission. You have the power to be able to stick to your guns and demand your worth." Mark Cuban on finding and understanding your why: "Time is the one asset we don't own, we can't buy, and we can never get back." Pitbull on tapping into your inner power: "A lot of people feel that to be powerful is to exude strength. I think it's the total opposite. To be powerful is to be powerless. It's when you give everybody what you got." Whether you're an innovator working to turn your big idea into a reality, a professional looking to land a major promotion, or a busy parent trying to find more time to focus on what's really important to you, Daymond shows you how to shift your power and energy towards positive change.

Fascinate, Revised and Updated

How to Make Your Brand Impossible to Resist

**HarperBusiness
The Three Questions**

Turning Fans into Customers and Customers into Fans

How the World Sees You by Sally Hogshead: Discover Your Highest Value Through the Science of Fascination

501 Ways to Roll Out the Red Carpet for Your Customers

A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage

The Performance Principle

A Joosr Guide to ... Fascinate by Sally Hogshead

The secret to movement marketing? Your customers want to make a difference "Scott Goodson and his StrawberryFrog colleagues have found the secret to plugging into Purpose with a capital P: find out what moves people to action, then create a way to support and enhance that movement with your product, service, or craft. I call that a winning strategy."

—Daniel H. Pink, author of Drive and A Whole New Mind "Want to change your customers' buying habits? Want to change the world? Stop marketing, read this book, roll up your sleeves, and start a movement."

—Sally Hogshead, author of Fascinate and creator of HowToFascinate.com "Essential stuff. One of the smartest thinkers on branding on one of the most important developments in that critical intersection between culture and marketing."

—Adam Morgan, author of Eating the Big Fish and The Pirate Inside "A well-researched and insightful book that will hopefully spark a movement against traditional, stodgy marketing. A must-read for the new generation of marketers who will be defining tomorrow's marketing landscape."

—Boutros Boutros, Senior Vice President, Emirates Airline

About the Book: Movement marketing is changing the world. It's the new way forward for anyone trying to win customers' loyalty, influence public opinion, and even change the world. In Uprising, Scott Goodson, founder and CEO of StrawberryFrog, the world's first cultural movement agency, shows how your idea or organization can successfully ride this wave of cultural movements to authentically connect to the lives and passions of people everywhere. We are in the midst of a profound cultural transformation in which technology is making it easier than ever for anyone to share ideas, goals, and interests. Working with companies and brands ranging from SmartCar to Pampers to Jim Beam to India's Mahindra Group, StrawberryFrog and Goodson have led a paradigm focal shift away from one-on-one selling to sharing. Using client case studies and contributions from a global team of movement marketing forerunners—among them, political guru Mark McKinnon; Lee Clow, creative chief at TBWA/Chiat/Day; Apple evangelist Guy Kawasaki; and Marty Cooke, who helped make yellow LIVESTRONG bracelets synonymous with the fight against cancer—Goodson details why and how individuals and companies are embracing the movement phenomenon. He then applies these insights to practical steps that you can take right now to reach people through what matters most to them, including: Stop talking about yourself—let the movement control your message Home in on the core objectives of your concept or brand—and align these values with what people are for (or against) "Light the spark"—create a culture within your organization that can embrace and drive a movement Leverage your assets—content, events, expertise, connecting platforms—to give people tools to spread your gospel Adjust concepts to travel across borders and link people across cultural boundaries The examples and guidance in this book will prepare you to find, connect to, and even lead the next big movement. What happens next is up to you. Get up. Go out. And create a brand Uprising of your own. Turn intrinsic human desires into your most powerful marketing tool. Marketing in the Participation Age shows you how to rethink marketing. Transform consumers into active participants for your brand by capturing their interest, empowering them to contribute, and developing meaningful relationships that keep them involved. Learn how to create a marketing environment that fulfills your customers' desire to seek challenges and discover new things—and watch their participation yield greater revenues for your business. "Marketing is constantly evolving. Companies can't compete by using the same old, tired tools. This book provides fresh inspiration, with a new framework for doing things differently."

—Sally Hogshead, author of Fascinate; inductee into the CPAE Speaker

Hall of Fame "Participant marketing transformed the way we did business in the marketplace as an agency and provided a framework for doing business with clients that added unique value to their marketing efforts." –Kris Pinto, founder of Moxie Interactive
"Peggy Grande's memoir is the book to read on Ronald Reagan's post-presidential years.... Among the most unique and touching [books] ever done on the man... Wonderful."--The American Spectator
In *The President Will See You Now*, devoted Reagan insider Peggy Grande shares behind-the-scenes stories, intimate moments, and insights into one of America's most beloved presidents. Grande, who started in the Office of Ronald Reagan as a college student and earned her way into a coveted role as the president's Executive Assistant, offers an unparalleled perspective on the post-presidency of a political icon. Grande's stories and never-before-seen photos show a unique, private side to a public figure and leader who reshaped conservatism, ushered in an era of prosperity, and helped spur the end of the Cold War. Grande reveals what day-to-day life was like in Reagan's California office, including the former president's relationship with the First Lady and his interactions with friends, world leaders, and everyday Americans. Grande recalls how Reagan kept a vigorous schedule for years after he left the White House, his robust engagement with others, and ongoing political advocacy. Despite his eventual Alzheimer's diagnosis, Grande shows how Ronald Reagan remained true to core beliefs, his gentlemanly kindness, and his undying hope for his country. Today the Reagan legacy looms over American politics more than ever. Grande reminds readers why: When Ronald Reagan was president, we not only loved ourselves but also loved America, and the American values he represented: faith, optimism, and patriotism.

The New Way to Get Noticed
The giant brands that once dominated the media landscape—Oprah, the New York Times, NPR, CNN—have seen their monopoly on public attention smashed by the Internet and now find themselves competing with individuals and brands in a sea of micromedia: websites, social media, blogs, podcasts, and more. Ace publicists and marketers Barbara Cave Henricks and Rusty Shelton show that to navigate through this modern terrain, you need to think more like a media executive than a marketer. The key lies in mastering three crucial categories of media—earned, owned, and rented—and knowing how to integrate each for maximum success. By using this proven strategy, you can create a positive feedback loop that will generate massive momentum and grow a large, loyal audience for your message.

The President Will See You Now

How to Discover and Master the Power Within You

License to Pawn

The Art of Attracting Authentic Love

Mastering the New Media Landscape

How the World Sees You

Radical Careering

Heroic Technical Writing, provides the sort of advice young people need to pursue a career in technical writing. It's a set of lessons that they don't teach in colleges and universities, including: Enhancing careers by managing business relationships responsibly. Working effectively in any work environment. Maximizing career opportunities with an English or liberal arts degree. Managing the business of a freelance technical writer.

This insightful book is for anyone that may doubt their soul mate is out there! Marlow Felton, Author of Couples Money In this transformational love-coaching program, Gayla Wick artfully guides the reader through her personal love relationship experience and shares insightful stories from women she interviewed from across the country, including Trista Sutter. For anyone tired of searching for an authentic love match, this book offers a guide, a proven course of action. Applying these lessons, Gayla shows its possible for anyone to attract a genuine and sustainable love connection. In The Art of Attracting Authentic Love, youll be shown the exact formula for getting out of your own way to find the love of your life. In this newly revised and updated version, Gayla shares her transformational four-step love-coaching program: Its All About You! The secret: if you are willing to learn from the women who have what you are seeking a deeply satisfying, authentic, and happy love relationship you too can have the love connection you desire. Gaylas four-step love-coaching program will guide you gently through this easy-to-follow plan. Discover the importance of substantial compatibility and why any love relationship is likely to fail without it. Youll learn why old love-relationship advice simply isnt true, and youll discover new wisdom as she calls it, Relationship Realities. In her powerful and entertaining style, Gayla provides singles and couples with a road map to attract and create a loving, supportive partnership. With her understanding of modern love relationships and marriage shell show you how while avoiding common pitfalls and detours along the way. If you have been searching for a physically, emotionally, spiritually, and intellectually fulfilling relationship, The Art of Attracting Authentic Love is for you!

Winner of a 2013 Small Business Book Award for Economics The world is more overwhelming than ever before. Our work is deeper and more demanding than ever. Our businesses are more complicated and difficult to manage than ever. Our economy is more uncertain than ever. Our resources are scarcer than ever. There is endless choice and feature overkill in all but the best experiences. Everybody knows everything about us. The simple life is a thing of the past. Everywhere, there's too much of the wrong stuff and not enough of the right. The noise is deafening, the signal weak. Everything is too complicated and time-sucking.

Welcome to the age of excess everything. Success in this new age looks different and demands a new skill: Subtraction. Subtraction is defined simply as the art of removing anything excessive, confusing, wasteful, unnatural, hazardous, hard to use, or ugly . . . or the discipline to refrain from adding it in the first place. And if subtraction is the new skill to be acquired, we need a guide to developing it. Enter The Laws of Subtraction. Through a dozen of the most compelling stories of breakthrough innovation culled from 2,000 cases and bolstered by uniquely personal essays contributed by over 50 of the most creative minds in business today, The Laws of Subtraction outlines six simple rules for winning in the age of excess everything, and delivers a single yet powerful idea: When you remove just the right things in just the right way, something very good happens. The Laws of Subtraction features contributions by over 50 highly regarded thinkers, creatives, and executives. On Law #1: What Isn't There Can Often Trump What Is "When you reduce the number of doors that someone can walk through, more people walk through the one that you want them to walk through." -- SCOTT BELSKY, founder and CEO of Behance and author of Making Ideas Happen On Law #2: The Simplest Rules Create the Most Effective Experience "Keeping it simple isn't easy. By exploiting subtraction in innovation, we've been able to create an environment of freedom and creativity that allows us to thrive." -- BRAD SMITH, CEO, Intuit On Law #3: Limiting Information Engages the Imagination "Subtraction can mean the difference between a highly persuasive presentation and a long, convoluted, and confusing one. Why say more when you can say less?" -- CARMINE GALLO, author of The Apple Experience On Law #4: Creativity Thrives Under Intelligent Constraints "Here's the key to the conundrum for managers who want to stoke the innovation fire: That close cousin of scarcity, constraint, can indeed foster creativity." -- TERESA AMABILE, author of The Progress Principle On Law #5: Break Is the Important Part of Breakthrough "If you kill the butterflies in your stomach, you'll kill the dream. Embrace the feeling. Save the butterflies." -- JONATHAN FIELDS, author of Uncertainty On Law #6: Doing Something Isn't Always Better Than Doing Nothing "When we're faced with the greatest odds against us, often we need to edit rather than add." -- CHIP CONLEY, cofounder of Joie de Vivre Hospitality and author of Emotional Equations

What type of business should you start? For the past 10 years, Inc. 500 CEO and #1 national best-selling author, Ryan Levesque--featured for his work in the Wall Street Journal, USA Today, Forbes, and Entrepreneur--has guided thousands of entrepreneurs through the journey of answering this question. One of the biggest reasons why so many new businesses fail is because in the quest to decide what business to start, most of the conventional wisdom is wrong. Instead of obsessing over what--as in what should you sell or what should you build--you should first be asking who. As in who should you serve? The what is a logical question that will come soon enough. But choosing your who is the foundation from which all other things are built. That is what this book is all about. If you've ever had the dream to start your own business, become your own boss, or do your own thing--but have been afraid to take the leap and screw up your already good life--this book is for you. You will find the meticulously tested, step-by-step process outlined in the book is easy to follow, despite being the result of a decade of research and experience. This process, designed to minimize your risk of failure and losing money up front, coupled with the inspiring stories of everyday people who have used this process to launch successful businesses, will not only give you clarity on what type of business to start, but also the confidence to finally take that leap and get started.

Discover Your Highest Value Through the Science of Fascination

Learning to Leap

Killer Web Content

How Smart Companies Can Close the Skills Gap

The Future Is Better Than You Think

Building a Brand People Love from Day One

How the World Sees You (Enhanced Edition)

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 only have 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.

Please note: This is a companion version & not the original book. Sample Book Insights: #1 The taste of Jägermeister is bitter and sweetly harsh, and yet it has grown exponentially. You did the shot because of the unpleasant taste, not in spite of it. #2 The drink was commercially released in Germany in 1935, and it was marketed as an after-dinner digestif. But it soon became popular with college students, who spread the cult wildfire. #3 The brand sold almost as much as Absolut, despite the taste putting hair on the tongue. The brand turned the taste into a rallying cry, elevating the product beyond rational benefits. #4 When you buy a shot of Jäger, you're not buying a drink. You're buying an experience. By holding the shot glass, you're announcing that you have officially turned up the volume on the evening ahead.

The authors document how four forces--exponential technologies, the DIY innovator, the Technophilanthropist, and the Rising Billion--are conspiring to solve our biggest problems. "Abundance" establishes hard targets for change and lays out a strategic roadmap for governments, industry and entrepreneurs, giving us plenty of

reason for optimism.

On the Internet, if you're not read, you're dead. Written by an internationally-acclaimed specialist in this field, Killer Web Content gives you the strategies and practical techniques you need to get the very best out of your Web content. Accessible, concise and practical, it will make your website really work for you. This book helps readers to: - provide visitors to their website with the right content at just the right time - write compelling Web content that users really respond to and want more of - make sure their website has the best possible chance of getting into the first page of search results - understand the benefits of blogs, RSS, and e-mail newsletters Web content is an increasingly important asset. It helps sell products and deliver services. From travel companies to software companies, from universities to governments, it's something that has to be got right.

The Entrepreneur's Secret to Creating Wealth

How the Smartest Business Owners Build Their Fortunes

Hire Purpose

Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything

Get Different

"Some people in life know exactly what they want to achieve. This is a book for the rest of us." - Victoria Labalme if you're trying to figure out your next steps at work or in life... if you wish you had the courage to move in a new direction... if you sense there's something more, waiting to be discovered... Risk Forward will help you find your way. In this brief, full color, whimsical book "experience," Hall of Fame speaker, leading consultant, and Wall Street Journal best-selling author Victoria Labalme shares a series of principles from the arts that are practical, reassuring, and radically freeing. "Sage advice-and brisk inspiration-for anyone contemplating the daunting prospect of a new project or change of direction." - Pamela Liebman, President & CEO, The Corcoran Group "RISK FORWARD is a mosaic that will change the way you view your life forever." - Roberta Matuson, FORBES.com "If Picasso and Apple produced a book, this would be it!!!" - Vince Poscente, New York Times best-selling author & Olympian Through these uniquely designed and thought-provoking pages, you'll learn: • 4 Questions to help you discover your next best step • How to make a decision when you have a variety of options • 3 key filters to evaluate input and advice • Permission and Ideas to express your whole self at work and in life • The #1 way to identify what really matters • What holds you back

The 2020 Porchlight Marketing & Sales Book of the Year The cofounder and chief branding officer of Red Antler, the branding and marketing company for startups and new ventures, explains how hot new brands like Casper, Allbirds, Sweetgreen, and Everlane build devoted fan followings right out of the gate. We're in the midst of a startup revolution, with new brands popping up every day, taking over our Instagram feeds and vying for our affection. Every category is up for grabs, and traditional brands are seeing their businesses erode as hundreds of small companies encroach on their territory, each hoping to become the next runaway success. But it's not enough to have a great idea, or a cool logo. Emily Heyward founded Red Antler, the Brooklyn based brand and marketing company, to help entrepreneurs embed brand as a driver of business success from the beginning. In Obsessed, Heyward outlines the new principles of what it takes to build and launch a brand that has people queuing up to buy it on opening day. She takes you behind the scenes of the creation of some of today's hottest new brands, showing you: • How Casper was able to upend the mattress industry by building a beloved brand where none had existed before • How the dating app Hinge won a fanatical user base and great word-of-mouth with the promise that the app was "designed to be deleted" • Why luggage startup Away, now valued at \$1.4 billion, could build their brand around love of travel by launching with just one product--a hard-shell carry-on suitcase--rather than a whole range of luggage offerings. Whether you're starting a new business, launching a new product line, or looking to refresh a brand for a new generation of customers, Obsessed shows you why the old rules of brand-building no longer apply, and what really works for today's customers.

In Painting the Psalms, artist Cherie Burbach shares original, mixed-media paintings that contain a positive, faith-filled message. Each painting contains inspiration from the Psalms in some way, through the imagery, words, or emotion contained within the verses. Cherie uses a variety of mediums and techniques to create art that is filled with depth and whimsy. It is her hope that this book will inspire you to look at the Psalms in a new way so you can celebrate your faith and believe in the message. Some of the paintings were created during Cherie's popular "Painting the Psalms" series of ecourses, where she demonstrates step-by-step progress from start to finish, including all the small details that make mixed media paintings come alive with texture and color.

Learning to Leap is a timely, practical guide to being more employable whatever the reader's working age. This book gives you the common set of personal attributes, skills and knowledge that every employer wants.

The Single Most Important Decision Before Starting Your Business

Embrace the Micromedia Mindset

Marketing That Can't Be Ignored!

Heroic Technical Writing

IdeaSelling Marketing in the Participation Age Obsessed

A powerful way to master every performance in your career and life, from presentations and sales pitches to interviews and tough conversations, drawing on the methods the author applied as a working actor and has honed over a decade of coaching salespeople, marketers, managers, and business owners.

*From Mike Michalowicz, bestselling author of Profit First, Clockwork, and Fix This Next, a practical and proven guide to standing out in a crowded market. Many business owners are frustrated because they feel invisible in a crowded marketplace. They know they are better than their competitors, but when they focus on that fact, they get little in return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate? 2. Does it attract? 3. Does it direct? Get Different is a game-changer for everyone who struggles to grow because their brand, message, product or service doesn't stand out and connect with customers--the long-anticipated answer to the defining business challenge of our time.*

In Las Vegas, there's a family-owned business called the Gold & Silver Pawn Shop, run by three generations of the Harrison family: Rick; his son, Big Hoss; and Rick's dad, the Old Man. Now License to Pawn takes readers behind the scenes of the hit History show Pawn Stars and shares the fascinating life story of its star, Rick Harrison, and the equally intriguing story behind the shop, the customers, and the items for sale. Rick hasn't had it easy. He was a math whiz at an early age, but developed a similarly uncanny ability to find ever-deepening trouble that nearly ruined his life. With the birth of his son, he sobered up, reconnected with his dad, and they started their booming business together. License to Pawn also offers an entertaining walk through the pawn shop's history. It's a captivating look into how the Gold & Silver works, with incredible stories about the crazy customers and the one-of-a-kind items that the shop sells. Rick isn't only a businessman; he's also a historian and keen observer of human nature. For instance, did you know that pimps wear lots of jewelry for a reason? It's because if they're arrested, jewelry doesn't get confiscated like cash does, and ready money will be available for bail. Or that WWII bomber jackets and Zippo lighters can sell for a freakishly high price in Japan? Have you ever heard that the makers of Ormolu clocks, which Rick sells for as much as \$15,000 apiece, frequently died before forty thanks to the mercury in the paint? Rick also reveals the items he loves so much he'll never sell. The shop has three Olympic bronze medals, a Patriots Super Bowl ring, a Samurai sword from 1490, and an original Iwo Jima battle plan. Each object has an incredible story behind it, of course. Rick shares them all, and so much more--there's an irresistible treasure trove of history behind both the Gold & Silver Pawn Shop and the life of Rick Harrison.

BUILDING YOUR CULTURE Why Bad Decisions Are As Critical As Good Ones Business is hard. Arnie Malham, founder and president of cj Advertising, understands this thoroughly. But the challenges that make business hard are more than just obstacles they are the foundation to building and strengthening a culture that attracts the best people to do the best work. To invest in your people is a return on investment in your business, and in Worth Doing Wrong, Malham covers strategies for investing in your employees by banding together to smash business goals, creating win-win relationships, generating buzz, and building a rockin workplace."

Successfully Pitch Your Creative Ideas to Bosses, Clients & other Decision Makers

How to Make Your Brand Impossible to Resist

Uprising: How to Build a Brand--and Change the World--By Sparking Cultural Movements

Entrepreneur on Fire - Conversations with Visionary Leaders

Making a Difference in the Workplace and in Your Life

A Guide to Being More Employable

Murphy's Laws of Songwriting

Sally Hogshead believes the greatest value you can add is to become more of yourself. Hogshead rose to the top of the advertising profession in her early 20s, writing ads that fascinated millions of consumers. Over the course of her ad career, Sally won hundreds of awards for creativity, copywriting, and branding, and was one of the most awarded advertising copywriters right from start of career, including almost every major international advertising award. She frequently appears in national media including NBC's Today Show and the New York Times. Hogshead was recently inducted into the Speaker Hall of Fame, the industry's highest award for professional excellence. Her advertising work hangs in the Smithsonian Museum of American History. The science of fascination is based on Hogshead's decade of research with 250,000 participants, including dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

Easy-to-implement Ideas to Inspire Loyalty, Get New Customers, and Make a Lasting Impression

Steal the Show

Embrace the Unknown and Unlock Your Hidden Genius

Deals, Steals, and My Life at the Gold & Silver

Fascinate, Revised and Updated

100 Truths to Jumpstart Your Job, Your Career, and Your Life

Surge