

HOG-ISMS

A COLLECTION OF WORDS AND IDEAS WRITTEN BY SALLY HOGSHEAD
USUALLY FOR TWITTER OR FACEBOOK

SUGGESTED USAGES

PRINT THIS POSTER
DRINK IT WITH YOUR COFFEE
OR PLAGIARIZE LIBERALLY

THE MORE FASCINATING YOUR BRAND
THE MORE PEOPLE ARE WILLING TO PAY FOR IT

SEARCH FOR IT
ADVOCATE FOR IT

BACON-INFUSED VODKA

OH YES, THAT'S RIGHT

LOOK ME IN THE EYE AND TELL ME A BACON BLOODY MARY

DOESN'T INTRIGUE YOU

THE VILLAIN

IS MORE FASCINATING

THAN THE HERO

THE MOST RISKY DECISION
IS NOT MAKING ONE

THE EXTRAORDINARY LIVES WITHIN ORDINARY

**DON'T WAIT TO START
BUILDING RELATIONSHIPS
UNTIL YOU NEED THEM**

THROUGHOUT CULTURES
ACROSS THE CONTINENTS
SINCE THE BIRTH OF CIVILIZATION ITSELF
FASCINATION HAS INFLUENCED BEHAVIOR

UNLIKE THE ACT OF PAYING ATTENTION
WHICH IS RATIONAL
FASCINATION HAS MORE IN COMMON
WITH PASSION

EASY LIVES SHOULD BE UNLIVED

TWO DRINKS PER DAY REDUCES ALZHEIMER'S RISK BY 37%

I'M JUST SAYIN' IS ALL

IF YOUR MESSAGE MUST COMPEL PEOPLE TO WANT SOMETHING—REALLY CRAVE IT
USE SIGHT, SOUND, TASTE, TOUCH, AND SCENT

RESULTS

+ REPUTATION

+ NETWORK

EQUALS

YOUR MARKET VALUE

THE THREE

ESSENTIAL ELEMENTS

OF YOUR PERSONAL BRAND:

WHO YOU ARE

WHAT YOU DELIVER

WHY IT MATTERS

**A CAMEL
IS A HORSE**

DESIGNED
BY COMMITTEE

CIRCUMSTANCES
**CAN'T CRIPPLE
YOUR CAREER
AS MUCH AS DOUBT
OR PASSIVITY**

THE POINT ISN'T
TO AVOID BEING IGNORED
**IT'S TO AVOID
BEING FORGOTTEN
OR WORSE
MADE IRRELEVANT**

FORGET WHAT YOUR BUSINESS CARD SAYS

YOU'RE AN ENTREPRENEUR

SIX CITIES EIGHT DAYS ONE MORE CUP OF COFFEE

MAKE YOUR MEMOIRS WORTH READING

**THE TRADITIONAL CAREER PATH
WENT OUT WITH**

GOLD RETIREMENT WATCHES

IT MATTERS NOT HOW PRACTICAL THEY ARE:

**AVOID FANNY PACKS
IF ONLY FOR THEIR NAME**

IDEAS WON'T WORK

UNLESS YOU DO

THE 1911 EDITION

OF THE ENCYCLOPEDIA BRITANNICA

DESCRIBES FASCINATION AS A

HYPNOTIC CONDITION
MARKED BY MUSCULAR CONTRACTION
BUT WITH CONSCIOUSNESS AND

POWER OF REMEMBRANCE
FIND YOUR BOUNDARIES | TEST THEM | PUSH THEM
APPRECIATE WHEN THEY PUSH BACK
ONLY THEN CAN YOU DISCOVER HOW TO SURPASS THEM

IN 1921, SIGMUND FREUD LABELED THE
RELATIONSHIP BETWEEN A THERAPIST AND PATIENT AS

FASCINATION
A FORM OF HYPNOSIS

RADICAL IDEAS AND PASSIONATE ACTION, EXPERTLY SHAKEN THEN STIRRED, THEN SERVED WITH A TANGY SLAP OF INSPIRATION
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