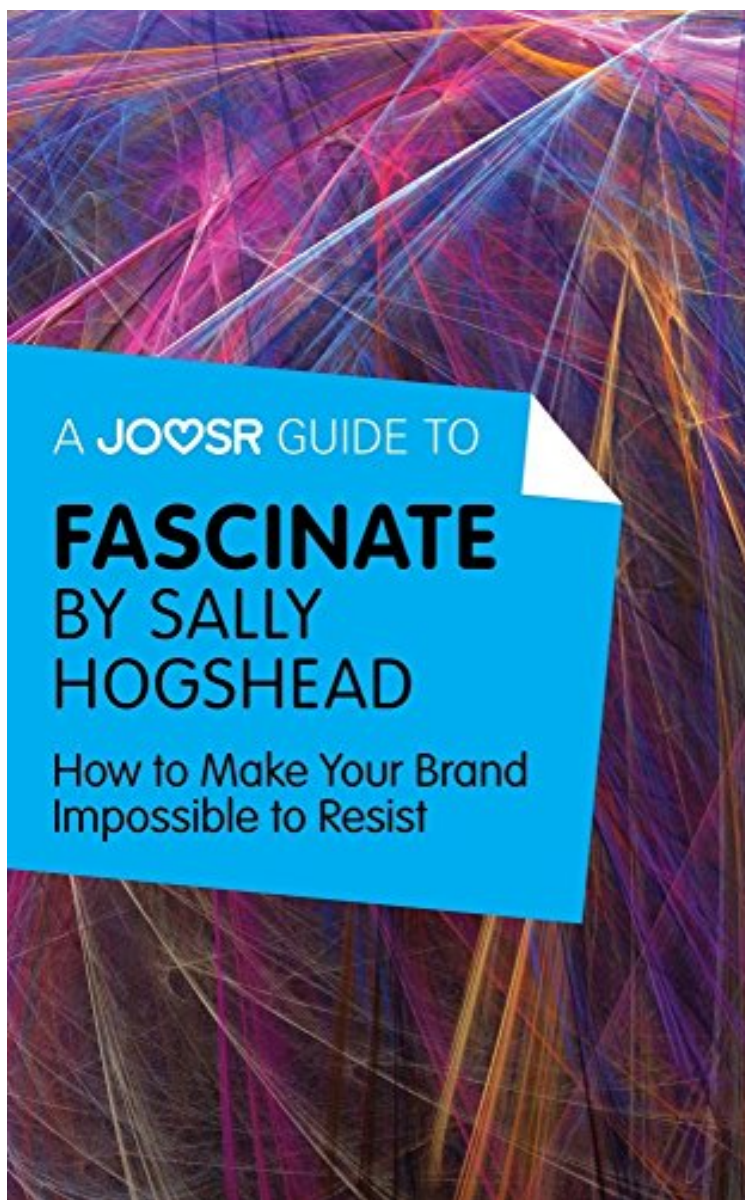


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In today's fast-paced world, it's tough to find the time to read. But with Joosr guides, you can get the key insights from bestselling non-fiction titles in less than 20 minutes. Whether you want to gain knowledge on the go or find the books you'll love, Joosr's brief and accessible eBook summaries fit into your life. Find out more at joosr.com. Are you a start-up company looking to make a splash on the scene? Or has your brand been around for a while, but is lacking strong direction? Whatever your situation, Fascinate has exactly what you need to create a clear and focused brand image-one that will be irresistible to customers and will get you just the right amount of attention. Not only will Fascinate teach you how to attract an audience; it will also provide clear tried-and-tested tactics to ensure that your message is consistent and on-brand. Employing these fascination tactics every time you communicate with your potential customers will give your brand a distinct image-one that will attract the right customers, who will turn your ideas into profit. You will learn:

- The seven "Advantages" that will fascinate your market, and how each one triggers a hardwired response from your audience
- What your brand's Advantage is over other brands, and how to use this to best effect
- Why you do not need big budgets to succeed at marketing in the modern climate
- How to stay on-brand and create a recognizable image, which you can easily maintain.