

# THE 49 PERSONALITY ARCHETYPES

Celebrity Edition! | DISCOVERED BY SALLY HOGSHEAD

CREATED BY SALLY HOGSHEAD  
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## SECONDARY FASCINATION ADVANTAGE®

**INNOVATION**  
 You change the game with creativity

**PASSION**  
 You connect with emotion

**POWER**  
 You lead with command

**PRESTIGE**  
 You earn respect with higher standards

**TRUST**  
 You build loyalty with consistency

**MYSTIQUE**  
 You communicate with substance

**ALERT**  
 You prevent problems with care

**INNOVATION**  
 You change the game with creativity

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**MYSTIQUE**  
 You communicate with substance

**ALERT**  
 You prevent problems with care

**THE ROCKSTAR**  
 Madonna

**THE CATALYST**  
 Sally Hogshead

**THE CHANGE AGENT**  
 Steve Jobs

**THE AVANT-GARDE CONNOISSEUR**  
 Pablo Picasso

**THE EVOLUTIONARY**  
 Mahatma Gandhi

**THE SECRET WEAPON**  
 Tina Fey

**THE COMPOSER**  
 Paul Revere

**THE MAVERICK LEADER**  
 Jeff Bezos

**THE PEOPLE'S CHAMPION**  
 Ronald Reagan

**THE RINGLEADER**  
 Richard Branson

**THE VICTOR**  
 Enzo Ferrari

**THE GRAVITAS**  
 Sam Walton

**THE VEILED STRENGTH**  
 John Wayne

**THE ACE**  
 Chuck Norris

**THE TRENDSETTER**  
 Don Draper

**THE TALENT**  
 Wolfgang Puck

**THE MAESTRO**  
 Michael Bloomberg

**THE BLUE CHIP**  
 Princess Diana

**THE DIPLOMAT**  
 Norman Rockwell

**THE ROYAL GUARD**  
 Malcolm Gladwell

**THE EDITOR-IN-CHIEF**  
 Dan Rather

**THE ARTISAN**  
 Frank Lloyd Wright

**THE BELOVED**  
 Oprah Winfrey

**THE GUARDIAN**  
 Warren Buffet

**THE MASTERMIND**  
 Mark Zuckerberg

**THE ARCHITECT**  
 James Bond

**THE WISE OWL**  
 Confucius

**THE MEDIATOR**  
 Abraham Lincoln

**THE PROVOCATEUR**  
 Lady Gaga

**THE INTRIGUE**  
 Denzel Washington

**THE DEFENDER**  
 Al Gore

**THE SCHOLAR**  
 Gordon Ramsay

**THE GOOD CITIZEN**  
 Walter Cronkite

**THE DETECTIVE**  
 Upton Sinclair

**THE QUICK-START**  
 Thomas Edison

**THE ORCHESTRATOR**  
 Steven Covey

**THE ARCHER**  
 Michael Crichton