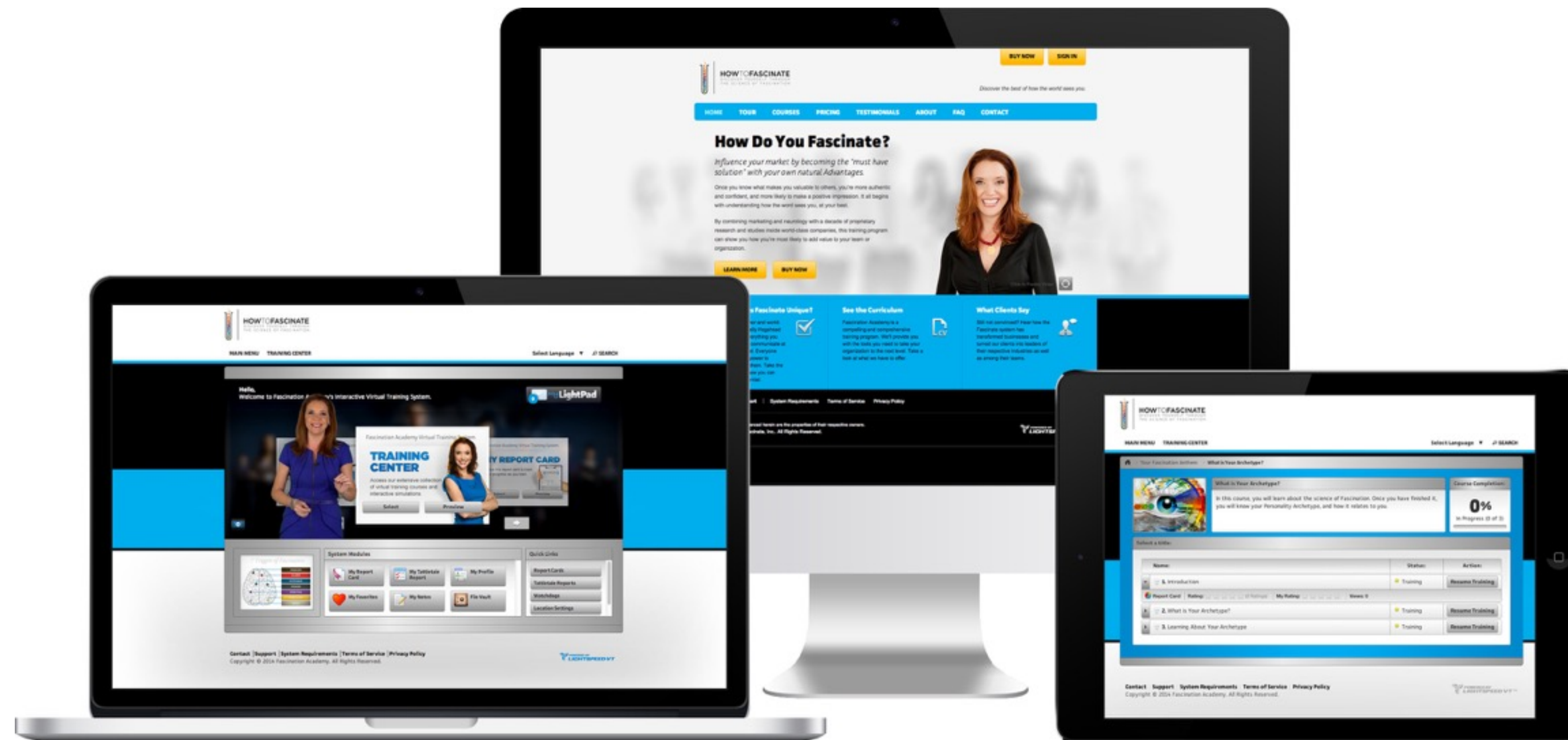


# WELCOME TO FASCINATION ACADEMY VIRTUAL TRAINING



Yesterday:

**HOW YOU SEE THE WORLD**

Today:

**HOW THE WORLD SEES YOU**

**YOUR FASCINATION ADVANTAGE**  
is the way in which your personality  
is most likely to *add distinct value*.

**WHAT HIGH-PERFORMERS**  
**DO DIFFERENTLY:**

**THEY ADD**  
**DISTINCT VALUE**

# **3 THREATS TO ADVISORS**

**➔ DISTRACTION**

**➔ COMPETITION**

**➔ COMMODITIZATION**

**THE GREATEST VALUE  
YOU CAN ADD  
IS TO BECOME MORE  
OF YOURSELF.**

# SECONDARY ADVANTAGE

INNOVATION    PASSION    POWER    PRESTIGE    TRUST    MYSTIQUE    ALERT

INNOVATION

THE ANARCHY

THE ROCKSTAR

THE MAVERICK LEADER

THE TRENDSETTER

THE ARTISAN

THE PROVOCATEUR

THE QUICK-START

PASSION

THE CATALYST

THE DRAMA

THE PEOPLE'S CHAMPION

THE TALENT

THE BELOVED

THE INTRIGUE

THE ORCHESTRATOR

POWER

THE CHANGE AGENT

THE RINGLEADER

THE AGGRESSOR

THE MAESTRO

THE GUARDIAN

THE MASTERMIND

THE DEFENDER

PRESTIGE

THE AVANT-GARDE

THE CONNOISSEUR

THE VICTOR

THE IMPERIAL

THE BLUE CHIP

THE ARCHITECT

THE SCHOLAR

TRUST

THE EVOLUTIONARY

THE AUTHENTIC

THE GRAVITAS

THE DIPLOMAT

THE OLD GUARD

THE ANCHOR

THE GOOD CITIZEN

MYSTIQUE

THE SECRET WEAPON

THE SUBTLE TOUCH

THE VEILED STRENGTH

THE ROYAL GUARD

THE WISE OWL

THE DEADBOLT

THE ARCHER

ALERT

THE COMPOSER

THE COORDINATOR

THE ACE

THE EDITOR-IN-CHIEF

THE MEDIATOR

THE DETECTIVE

THE CONTROL FREAK

PRIMARY ADVANTAGE

# SECONDARY 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

### THE ANARCHY

Volatile • Startling  
Chaotic

### THE ROCKSTAR

Bold • Artistic  
Unorthodox

### THE MAVERICK LEADER

Pioneering • Irreverent  
Entrepreneurial

### THE TRENDSETTER

Cutting-Edge • Elite  
Progressive

### THE ARTISAN

Deliberate • Thoughtful  
Flexible

### THE PROVOCATEUR

Clever • Adept  
Contemporary

### THE QUICK-START

Prolific • Thorough  
Diligent

## PASSION

You connect with emotion

### THE CATALYST

Out-of-the-Box • Social  
Energizing

### THE DRAMA

Theatrical • Emotive  
Sensitive

### THE PEOPLE'S CHAMPION

Dynamic • Inclusive  
Engaging

### THE TALENT

Expressive • Stylish  
Emotionally-Intelligent

### THE BELOVED

Nurturing • Loyal  
Sincere

### THE INTRIGUE

Discerning • Perceptive  
Considerate

### THE ORCHESTRATOR

Attentive • Dedicated  
Efficient

## POWER

You lead with command

### THE CHANGE AGENT

Inventive • Untraditional  
Self-Propelled

### THE RINGLEADER

Motivating • Spirited  
Compelling

### THE AGGRESSOR

Dominant • Overbearing  
Dogmatic

### THE MAESTRO

Ambitious • Focused  
Confident

### THE GUARDIAN

Prominent • Genuine  
Sure-Footed

### THE MASTERMIND

Methodical • Intense  
Self-Reliant

### THE DEFENDER

Proactive • Cautionary  
Strong-Willed

## PRESTIGE

You earn respect with higher standards

### THE AVANT-GARDE

Original • Enterprising  
Forward-Thinking

### THE CONNOISSEUR

Insightful • Distinguished  
In-the-Know

### THE VICTOR

Respected • Competitive  
Results-Oriented

### THE IMPERIAL

Arrogant • Cold  
Superior

### THE BLUE CHIP

Classic • Established  
Best-In-Class

### THE ARCHITECT

Skillful • Restrained  
Polished

### THE SCHOLAR

Intellectual • Disciplined  
Systematic

## TRUST

You build loyalty with consistency

### THE EVOLUTIONARY

Curious • Adaptable  
Open-Minded

### THE AUTHENTIC

Approachable • Dependable  
Trustworthy

### THE GRAVITAS

Dignified • Stable  
Hardworking

### THE DIPLOMAT

Levelheaded • Subtle  
Capable

### THE OLD GUARD

Predictable • Safe  
Unmovable

### THE ANCHOR

Protective • Purposeful  
Analytical

### THE GOOD CITIZEN

Principled • Prepared  
Conscientious

## MYSTIQUE

You communicate with substance

### THE SECRET WEAPON

Nimble • Unassuming  
Independent

### THE SUBTLE TOUCH

Tactful • Self-Sufficient  
Mindful

### THE VEILED STRENGTH

Realistic • Intentional  
To-the-Point

### THE ROYAL GUARD

Elegant • Astute  
Discreet

### THE WISE OWL

Observant • Assured  
Unruffled

### THE DEADBOLT

Unemotional • Introverted  
Concentrated

### THE ARCHER

On-Target • Reasoned  
Pragmatic

## ALERT

You prevent problems with care

### THE COMPOSER

Strategic • Fine-Tuned  
Judicious

### THE COORDINATOR

Constructive • Organized  
Practical

### THE ACE

Decisive • Tireless  
Forthright

### THE EDITOR-IN-CHIEF

Productive • Skilled  
Detailed

### THE MEDIATOR

Steadfast • Composed  
Structured

### THE DETECTIVE

Clear-Cut • Accurate  
Meticulous

### THE CONTROL FREAK

Compulsive • Driven  
Exacting

PRIMARY ADVANTAGE



# WHAT WE'VE DISCOVERED SO FAR ABOUT **The Most Valuable You**

- » You already have certain built-in competitive advantages
- » Build wealth by adding distinct value
- » When everyone on your team adds more value, your company becomes its most valuable

# THE 7 WAYS TO ADD VALUE TO CLIENTS

**POWER**

A LEADER WHO MAKES DECISIONS

**PASSION**

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

**MYSTIQUE**

SOLO INTELLECT BEHIND-THE-SCENES

**PRESTIGE**

OVERACHIEVER WITH  
HIGHER STANDARDS

**ALERT**

PRECISE DETAIL MANAGER

**INNOVATION**

UNTRADITIONAL PROBLEM-SOLVER

**TRUST**

STABLE, RELIABLE PARTNER

**DON'T CHANGE  
WHO YOU ARE.**

**BECOME MORE  
OF WHO YOU ARE.**

# **WITH OUR NEW MULTI-MILLION DOLLAR ONLINE LEARNING PROGRAM, YOU'LL FIND OUT HOW TO:**

- **COMBAT DISTRACTION AND IMMEDIATELY BUILD RELATIONSHIPS.**
- **GET A POWERFUL NEW PERSPECTIVE ON YOURSELF AND YOUR TEAM.**
- **SHOW EVERYONE IN YOUR ORGANIZATION HOW TO REACH THEIR HIGHEST POTENTIAL.**

# **BECOME INTENSELY VALUABLE TO YOUR TEAM AND CLIENTS WITH OUR STATE-OF-THE-ART VIRTUAL TRAINING SYSTEM:**

- **KNOW YOUR PERSONALITY ARCHETYPE AND HOW IT RELATES TO YOU**
- **DISCOVER YOUR PERSONALITY'S HIGHEST VALUE AND REACH YOUR HIGHEST POTENTIAL**
- **IDENTIFY YOUR MOST VALUABLE TRAITS AND BECOME YOUR MOST VALUABLE YOU**
- **LEARN YOUR NATURAL COMMUNICATION ADVANTAGES AND CREATE YOUR ANTHEM**
- **LIVE YOUR ANTHEM AND PUT IT TO WORK FOR YOU AND YOUR TEAM**
- **CREATE YOUR FASCINATION ADVANTAGE ACTION PLAN**
- **LEARN TO BE MORE FASCINATING AND VALUABLE EVERY TIME YOU COMMUNICATE BY APPLYING YOUR NATURAL PERSONALITY ADVANTAGES**

# **BENEFITS:**

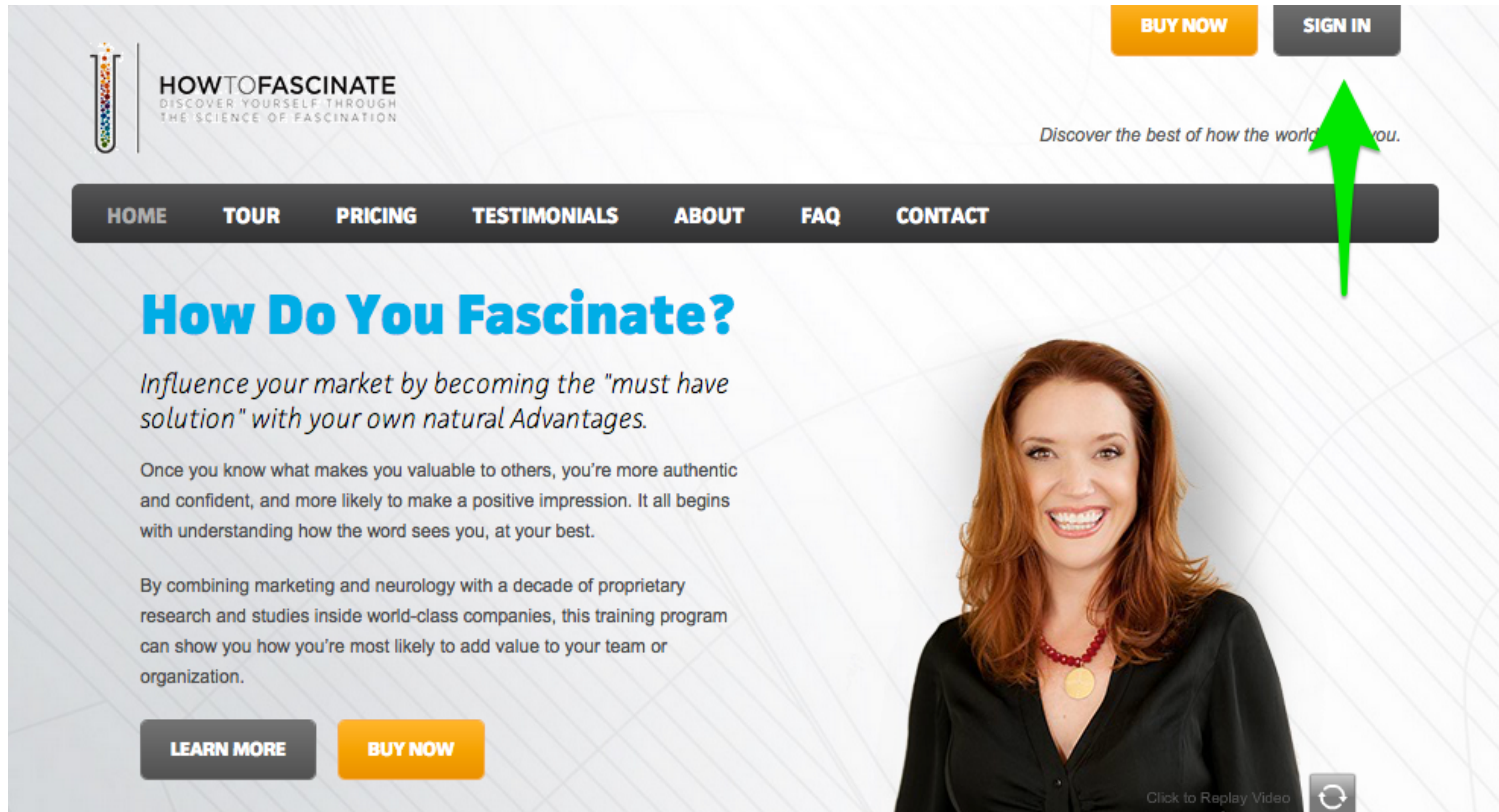
- **GROW YOUR BUSINESS**
- **CREATE BETTER RELATIONSHIPS**
- **RISE ABOVE THE COMPETITION**
- **BECOME INTENSELY VALUABLE TO CLIENTS, TEAM MEMBERS, AND THOSE WHO MATTER MOST**

# GETTING STARTED WITH FASCINATION ACADEMY



# Logging In: Step 1

## Go to FascinationAcademy.com to sign in



The screenshot shows the homepage of Fascination Academy. At the top right, there are two buttons: "BUY NOW" (orange) and "SIGN IN" (dark grey). A green arrow points to the "SIGN IN" button. Below the buttons is a navigation menu with links for HOME, TOUR, PRICING, TESTIMONIALS, ABOUT, FAQ, and CONTACT. The main content area features the heading "How Do You Fascinate?" in blue, followed by a sub-headline: "Influence your market by becoming the 'must have solution' with your own natural Advantages." Below this is a paragraph: "Once you know what makes you valuable to others, you're more authentic and confident, and more likely to make a positive impression. It all begins with understanding how the world sees you, at your best." Another paragraph follows: "By combining marketing and neurology with a decade of proprietary research and studies inside world-class companies, this training program can show you how you're most likely to add value to your team or organization." At the bottom left, there are two buttons: "LEARN MORE" (dark grey) and "BUY NOW" (orange). On the right side, there is a video player showing a woman with red hair smiling, wearing a black top and a red necklace with a gold pendant. A "Click to Replay Video" button is visible at the bottom right of the video player.

**HOWTOFASCINATE**  
DISCOVER YOURSELF THROUGH  
THE SCIENCE OF FASCINATION

**BUY NOW** **SIGN IN**

Discover the best of how the world sees you.

**HOME** **TOUR** **PRICING** **TESTIMONIALS** **ABOUT** **FAQ** **CONTACT**

## How Do You Fascinate?

*Influence your market by becoming the "must have solution" with your own natural Advantages.*

Once you know what makes you valuable to others, you're more authentic and confident, and more likely to make a positive impression. It all begins with understanding how the world sees you, at your best.

By combining marketing and neurology with a decade of proprietary research and studies inside world-class companies, this training program can show you how you're most likely to add value to your team or organization.

**LEARN MORE** **BUY NOW**

Click to Replay Video



# Logging In: Step 2

## Enter your username and password

[BUY NOW](#)

[SIGN IN](#)



### Sign In

Please sign in below to access the Fascination Academy's Interactive Virtual Training System.

Username

Password

[SIGN IN »](#)

#### Not Registered? Sign Up Now!

Get started now and experience the ultimate interactive virtual training.

[BUY NOW](#)

#### Forgot Username or Password?

No problem, we'll email it to you. You can retrieve your user information by providing some information at the link below:

[RETRIEVE PASSWORD](#)



# Go to Training Center

**HOWTOFASCINATE**  
DISCOVER YOURSELF THROUGH  
THE SCIENCE OF FASCINATION

Sally Hogshead SIGN OUT  
Fascination Academy - Admin Location

MAIN MENU TRAINING CENTER Select Language SEARCH

Hello,  
Welcome to Fascination Academy's Interactive Virtual Training System.

My LightPad

**TRAINING CENTER**  
Access extensive collection of virtual training courses and interactive simulations.

MY FAVORITES  
Review and access your favorite virtual training and interactive chapters.

MY REPORT CARD  
Use this report card to track your progress as you train.

System Modules

- My Report Card
- My Tattle Tale Report
- My Profile
- My Favorites

Quick Links

- Manage Users
- Report Cards
- Tattle Tale Reports
- Watchdogs

# Start your courseware

**Your Fascination Anthem**

Get started below the first course, "What is Your Archetype?" Once you learn your Archetype, the next course will unlock, "What Are Your Personality Advantages," and then lastly, "Your Anthem: The Tagline for Your Personality."


Select a course:

- 1. What is Your Archetype?**  
In this course, you will learn about the science of Fascination. Once you have finished it, you will know your Personality Archetype, and how it relates to you.  
Titles: 4 Status: Complete 4/4 Progress: 
- 2. What Are Your Personality Advantages?**  
In this course, you will learn about the science of Fascination. Once you have finished it, you will know your Personality Archetype, and how it relates to you.  
Titles: 5 Status: Incomplete 0/5 Progress: 
- 3. Your Anthem: The Tagline For Your Personality**  
In this course, you will learn how to create your own Anthem, as well as simple ways to apply it to all aspects of your professional life.  
Titles: 7 Status: In Progress 3/7 Progress: 



# Sneak Peek: Create Your Anthem

Home > Your Fascination Anthem > Learning About Your Archetype





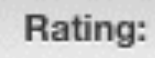





















### Learning About Your Archetype

Course Completion:

**0%**  
In Progress  
(0 of 7)

Select a title:

Name:	Status:	Action:
  <b>1. Introduction</b>	 Training	<a href="#">Resume Training</a>
 <a href="#">Report Card</a>   Rating:  (0 Ratings)   My Rating:    Views: 0		
  <b>2. Identify Your Highest Value</b>	 Not Started	<a href="#">Start Training</a>
  <b>3. Create Your Anthem</b>	 Not Started	<a href="#">Start Training</a>
  <b>4. Live Your Anthem</b>	 Not Started	<a href="#">Start Training</a>
  <b>5. Anthems in Action!</b>	 Not Started	<a href="#">Start Training</a>
  <b>6. Put Your Anthem to Work for You and Your Team</b>	 Not Started	<a href="#">Start Training</a>
  <b>7. Your Fascination Advantage Action Plan</b>	 Not Started	<a href="#">Start Training</a>

# Adjective + Noun = Anthem

The screenshot shows a web interface for creating an anthem. It features a navigation bar with 'MAIN MENU' and 'TRAINING CENTER', a user profile for 'Sally Hogshead', and a 'SIGN OUT' button. The main content area is titled 'Creating Your Anthem' and is divided into three steps:

**Step 1: Pick your Adjective (How you are different)**

PIONEERING IRREVERENT ENTREPRENEURIAL INVENTIVE UNTRADITIONAL SELF-PROPELLED

**Step 2: Pick your noun (What you do best)**

IDEAS	EXPERIENCE	INSIGHTS	ATTITUDE
TEAM-BUILDING	CREATIVITY	SOLUTIONS	INFLUENCE
BRAINSTORMING	PRECISION	MINDSET	WORK ETHIC
CHARACTER	ENERGY	RELATIONSHIPS	FOLLOW-THROUGH
SKILLSET	REPUTATION	RESULTS	ACCURACY
COMMUNICATION	VISION	NETWORK	CREDENTIALS
STAMINA	FLEXIBILITY	AWARDS	STANDARDS
ATTENTION TO DETAIL	PROBLEM-SOLVING	EXPERTISE	TENACITY

**Step 3: My distinct value is my ability to deliver \_\_\_\_\_**  
*Feel free to swap out different adjective and noun combinations until you have an Anthem that feels right*

**I'm ready to apply my Anthem**

Green arrows on the left point to the 'Adjective' section (Step 1), the 'Noun' section (Step 2 table), and the 'Anthem' section (Step 3).

# Mix and Match Anthems

The screenshot shows a web interface for 'Creating Your Anthem' on the 'HOWTOFASCINATE' website. The user is logged in as 'Sally Hogshead' and is in the 'Admin Location'. The page title is 'Fascination Academy - Admin Location'. The navigation bar includes 'MAIN MENU', 'TRAINING CENTER', 'Select Language', and a 'SEARCH' button. The breadcrumb trail is '> Your Fascination Ant... > 3. Your Anthem: The ... > Create Your Anthem - (2 of 2)'. The main content area is titled 'Creating Your Anthem' and is divided into three steps:

**Step 1: Pick your Adjective (How you are different)**

A horizontal bar contains six adjectives: PIONEERING, IRREVERENT, ENTREPRENEURIAL, INVENTIVE, UNTRADITIONAL, and SELF-PROPELLED. The 'PIONEERING' button is highlighted in orange.

**Step 2: Pick your noun (What you do best)**

A grid of 32 nouns is displayed in a 8x4 layout:

IDEAS	EXPERIENCE	INSIGHTS	ATTITUDE
TEAM-BUILDING	CREATIVITY	SOLUTIONS	INFLUENCE
BRAINSTORMING	PRECISION	MINDSET	WORK ETHIC
CHARACTER	ENERGY	RELATIONSHIPS	FOLLOW-THROUGH
SKILLSET	REPUTATION	RESULTS	ACCURACY
COMMUNICATION	VISION	NETWORK	CREDENTIALS
STAMINA	FLEXIBILITY	AWARDS	STANDARDS
ATTENTION TO DETAIL	PROBLEM-SOLVING	EXPERTISE	TENACITY

**Step 3: My distinct value is my ability to deliver** PIONEERING IDEAS  
*Feel free to swap out different adjective and noun combinations until you have an Anthem that feels right*

A button at the bottom right reads 'I'm ready to apply my Anthem'.

Three green arrows point to the interface: the top arrow points to the 'PIONEERING' adjective button, the middle arrow points to the 'IDEAS' noun button, and the bottom arrow points to the final anthem preview text.

# RECAP:

- LOG IN AT [FASCINATIONACADEMY.COM](http://FASCINATIONACADEMY.COM)
- START YOUR THREE PART COURSEWARE
- CREATE YOUR ANTHEM
- BECOME INTENSELY VALUABLE TO CLIENTS, TEAM MEMBERS, AND THOSE WHO MATTER MOST