

AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
WOMEN'S FRESH PERSPECTIVE'S CONFERENCE ON 04/17/16

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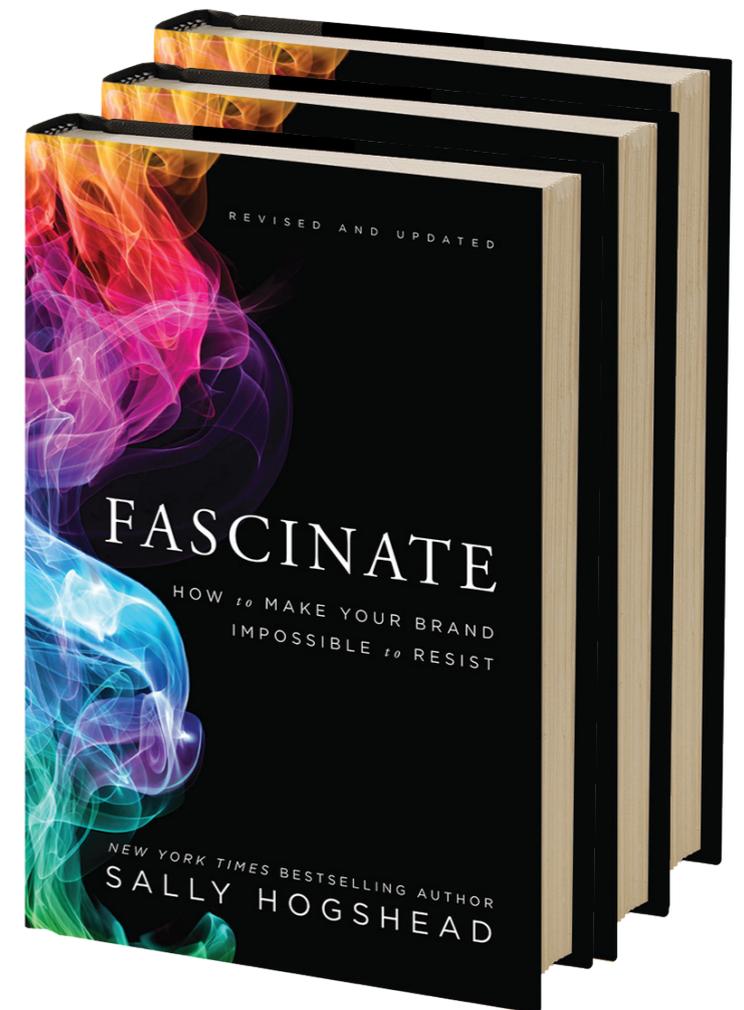
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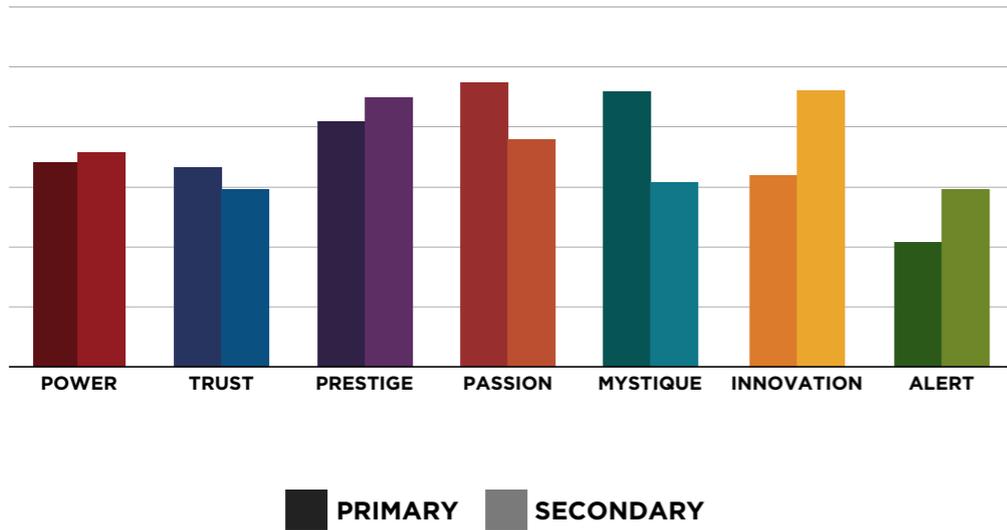
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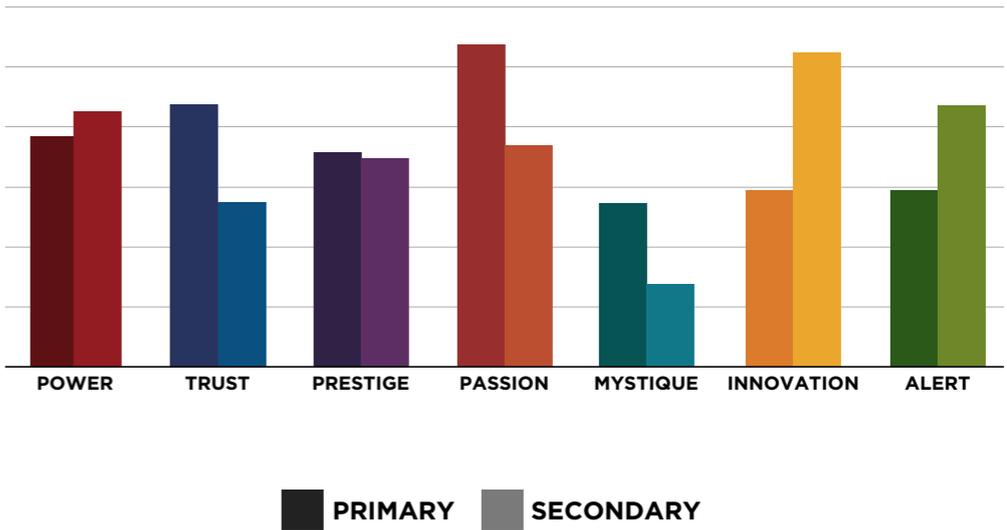


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 700,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**



**WOMEN'S FRESH PERSPECTIVE'S CONFERENCE
RESULTS OF THE FASCINATION ADVANTAGE TEST**

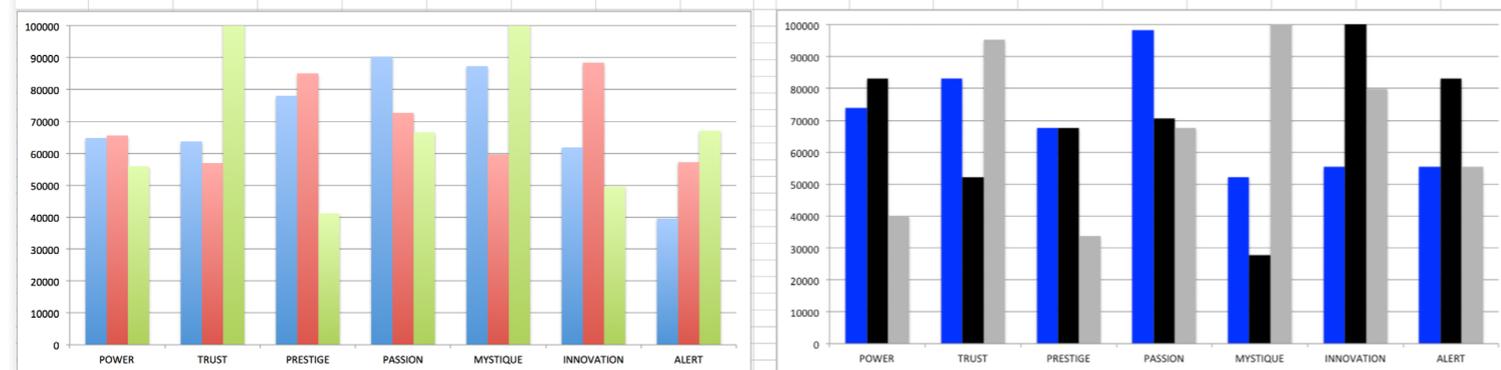


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Primary	Secondary	Archetype	Sum	Percent	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
Passion	Innovation	The Catalyst	16	10.13%	INNOVATION	4	4	3	1	MYSTIQUE	6
Power	Prestige	The Maestro	9	5.70%	PASSION	16	6	2	3	2	3
Prestige	Innovation	The Avant-Garde	9	5.70%	POWER	2	2	9	5	2	4
Trust	Alert	The Good Citizen	8	5.06%	PRESTIGE	9	3	4	2	2	2
Trust	Passion	The Authentic	7	4.43%	TRUST	1	7	3	6	2	8
Alert	Power	The Ace	6	3.80%	MYSTIQUE	5	3	4	1	MYSTIQUE	4
Alert	Trust	The Mediator	6	3.80%	ALERT	4	4	6	1	6	1
Innovation	Alert	The Quick-Start	6	3.80%							
Passion	Power	The Peoples Champion	6	3.80%	INNOVATION	2.5%	2.5%	1.9%	0.6%	MYSTIQUE	3.8%
Trust	Prestige	The Diplomat	6	3.80%	PASSION	10.1%	3.8%	1.3%	1.9%	1.3%	1.9%
Mystique	Innovation	The Secret Weapon	5	3.16%	POWER	1.3%	1.3%	5.7%	3.2%	1.3%	2.5%
Power	Trust	The Guardian	5	3.16%	PRESTIGE	5.7%	1.9%	2.5%	1.3%	1.3%	1.3%
Alert	Passion	The Coordinator	4	2.53%	TRUST	0.6%	4.4%	1.9%	3.8%	1.3%	5.1%
Innovation	Passion	The Rockstar	4	2.53%	MYSTIQUE	3.2%	1.9%	2.5%	0.6%	MYSTIQUE	2.5%
Innovation	Power	The Maverick Leader	4	2.53%	ALERT	2.5%	3.8%	0.6%	3.8%	0.6%	0.6%
Mystique	Alert	The Archer	4	2.53%							
Mystique	Power	The Veiled Strength	4	2.53%							
Power	Alert	The Defender	4	2.53%							
Prestige	Power	The Victor	4	2.53%							
Innovation	Prestige	The Trendsetter	3	1.90%							
Mystique	Passion	The Subtle Touch	3	1.90%							
Passion	Alert	The Orchestrator	3	1.90%							
Passion	Trust	The Beloved	3	1.90%							
Prestige	Passion	The Connoisseur	3	1.90%							
Trust	Power	The Gravitas	3	1.90%							
Passion	Mystique	The Intrigues	2	1.27%							
Passion	Prestige	The Talent	2	1.27%							
Power	Innovation	The Change Agent	2	1.27%							
Power	Mystique	The Mastermind	2	1.27%							
Power	Passion	The Ringleader	2	1.27%							

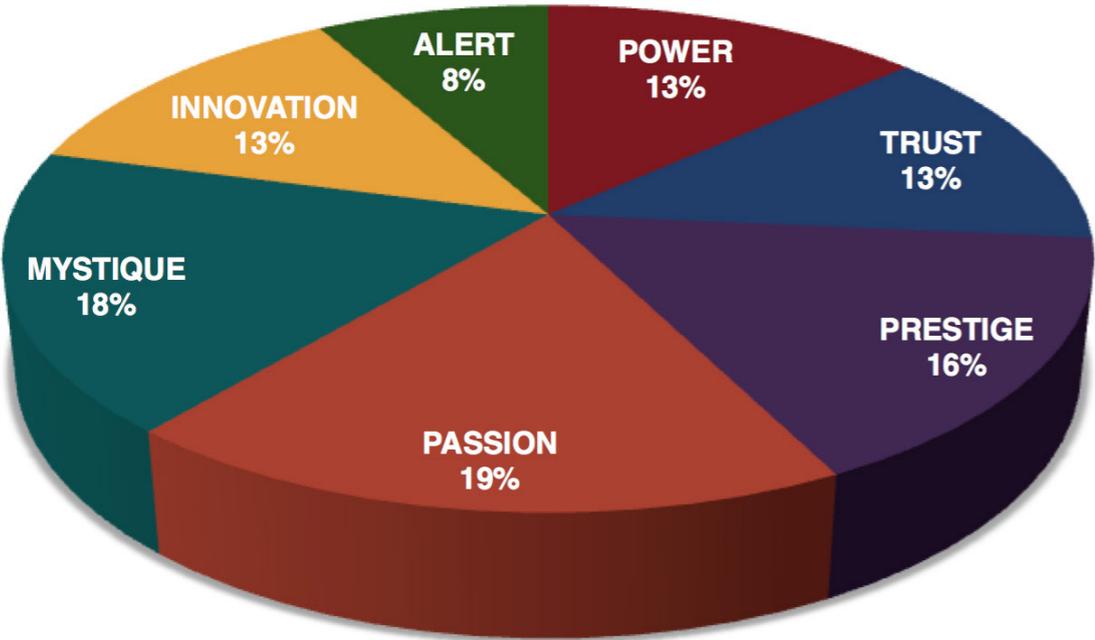
As we prepared for the event, here's our spreadsheet, organized by "personal brand Archetype"

AVERAGE POPULATION									Women's Fresh Perspective's Conference								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	INNOVATION	ALERT	Total
Primary	64841	63756	78056	90334	87334	61904	39586	485811	Primary	24	27	22	32	17	18	18	158
Secondary	65622	56927	85081	72749	59684	88468	57280	485811	Secondary	27	17	22	23	9	33	27	158
Dormant	55965	102763	41193	66627	102509	49574	67180	485811	Dormant	13	31	11	22	37	26	18	158
Primary	13.3%	13.1%	16.1%	18.6%	18.0%	12.7%	8.1%	100.0%	Primary	15.2%	17.1%	13.9%	20.3%	10.8%	11.4%	11.4%	100.0%
Secondary	13.5%	11.7%	17.5%	15.0%	12.3%	18.2%	11.8%	100.0%	Secondary	17.1%	10.8%	13.9%	14.6%	5.7%	20.9%	17.1%	100.0%
Dormant	11.5%	21.2%	8.5%	13.7%	21.1%	10.2%	13.8%	100.0%	Dormant	8.2%	19.6%	7.0%	13.9%	23.4%	16.5%	11.4%	100.0%

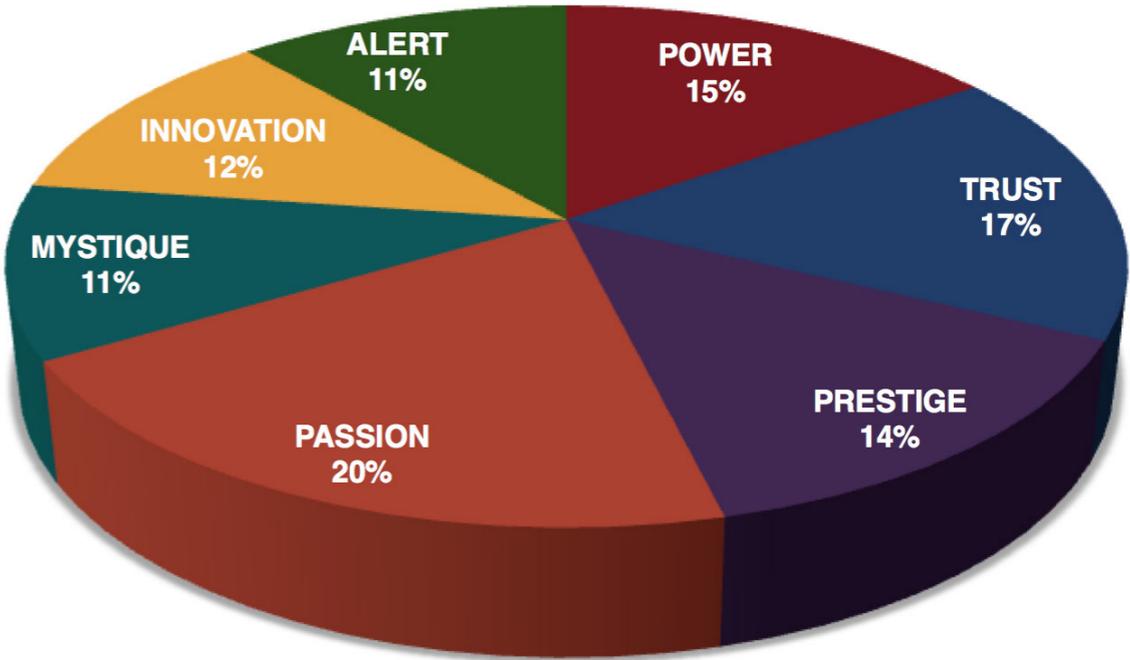


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



WOMEN'S FRESH PERSPECTIVE'S CONFERENCE RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONAL BRAND ARCHETYPES.

THE 49 PERSONAL BRAND ARCHETYPES

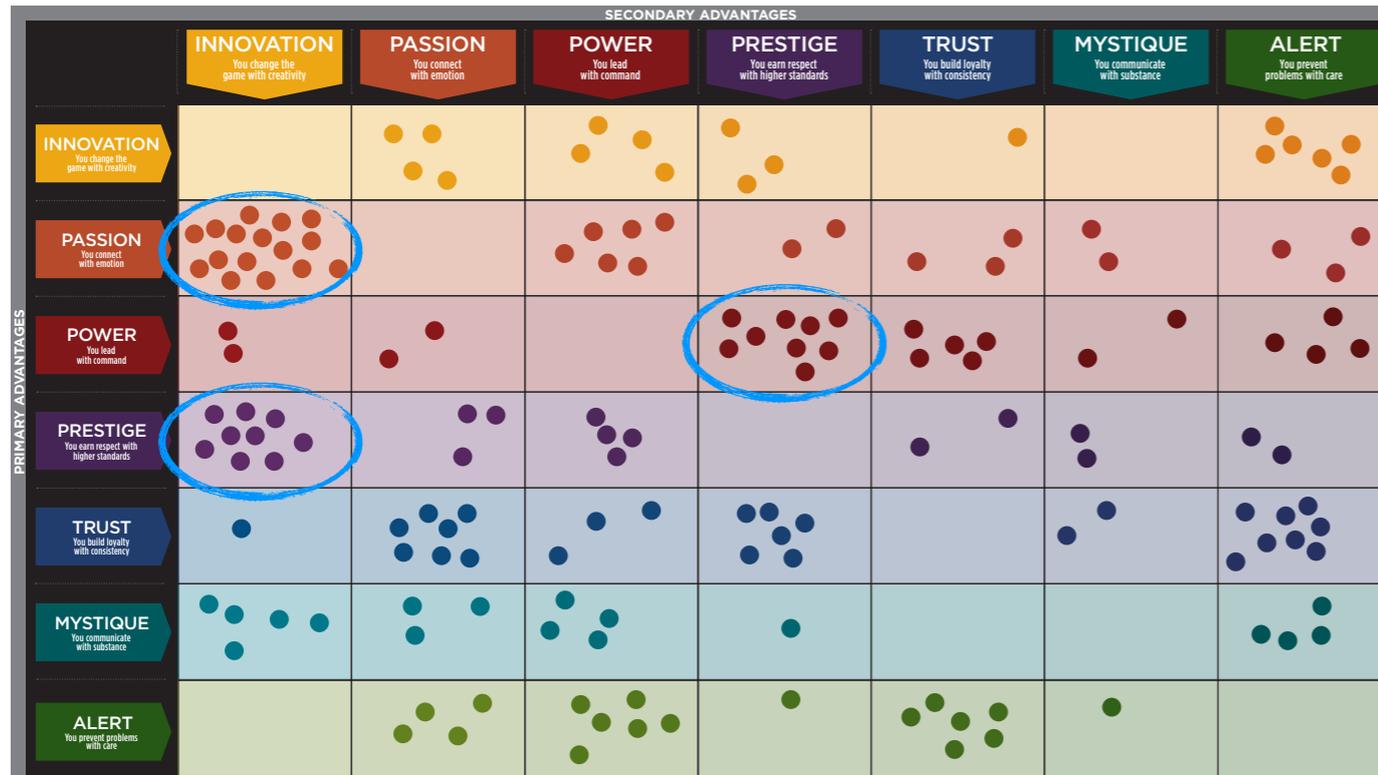
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SECONDARY FASCINATION ADVANTAGE®

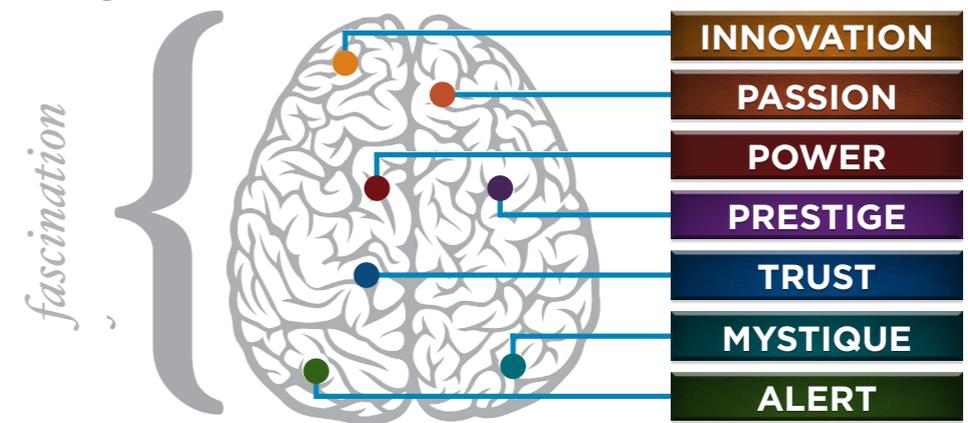
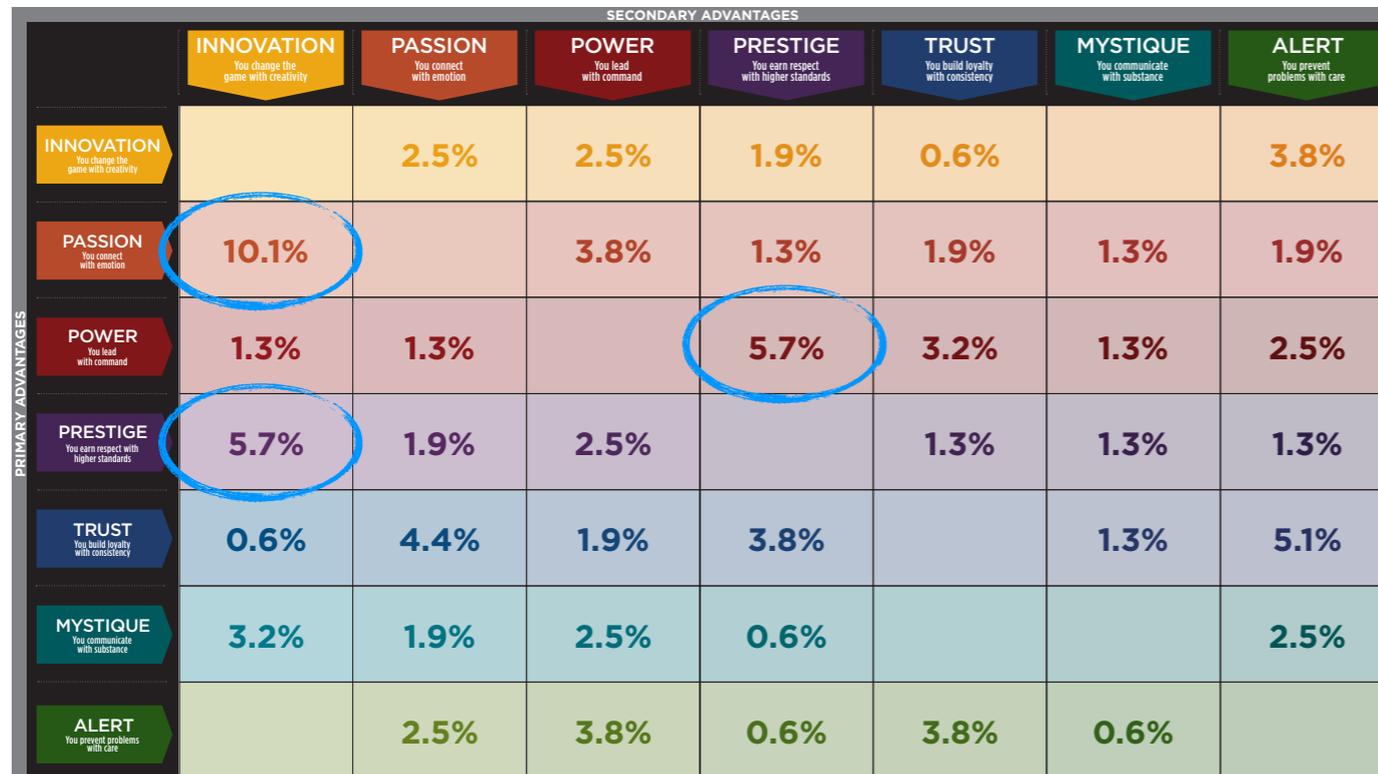
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity	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

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”

This diagram shows the concentration of personal brand Archetypes of the organization.



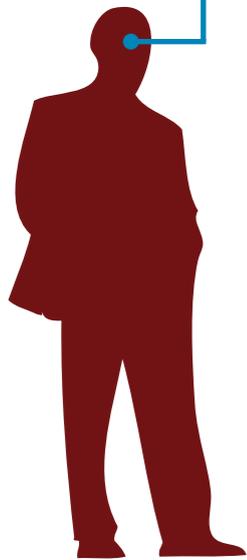
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each personal brand Archetype within the organization.



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

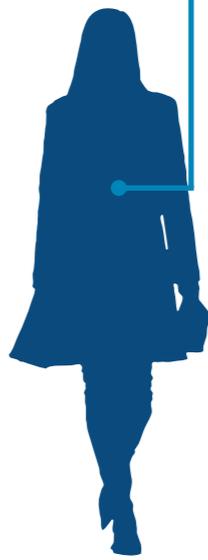
YOU ARE **3.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **38.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **16.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **5.5%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

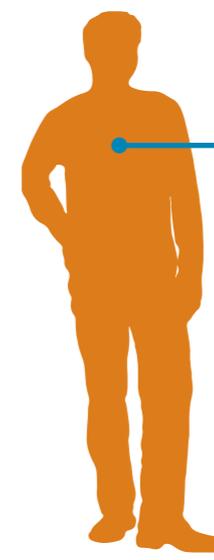
YOU ARE **34.5%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **3.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **30.3%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

7 WAYS HIGH-PERFORMERS ADD VALUE

INNOVATION

CREATIVE PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH
HIGH STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECT
BEHIND THE SCENES

ALERT

PRECISE DETAIL MANAGER