



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FASCINATE CERTIFIED ADVISOR TRAINING SESSION

PARTICIPANT HANDBOOK - RESOURCES & REFERENCES

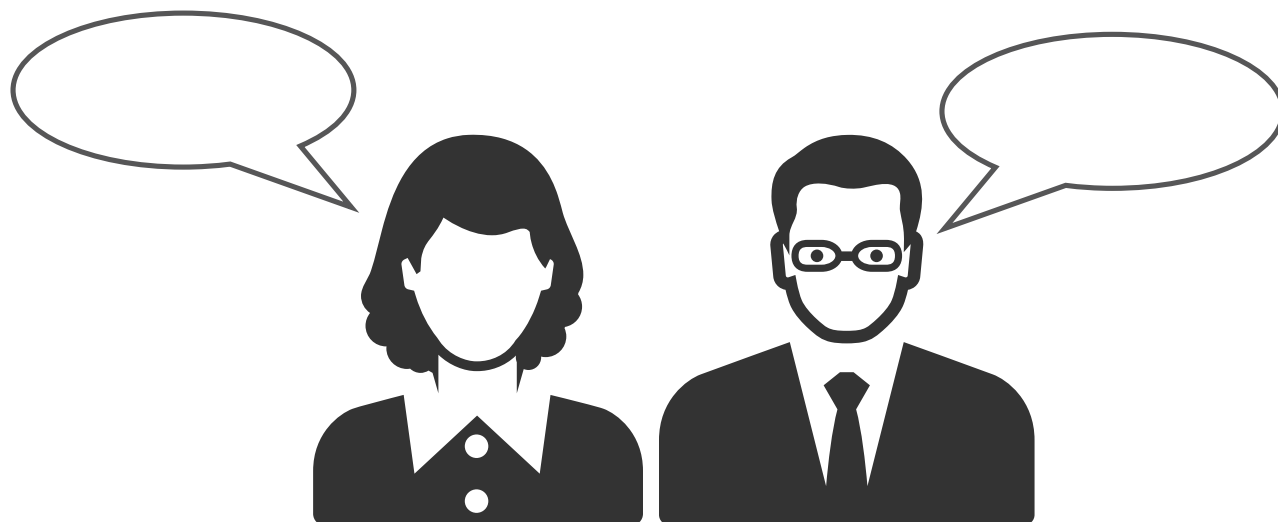


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THE 49 PERSONALITY ARCHETYPES

DISCOVERED BY SALLY HOGSHEAD

CREATED BY SALLY HOGSHEAD
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SECONDARY FASCINATION ADVANTAGE®

INNOVATION You change the game with creativity	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
THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical					THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

PRIMARY FASCINATION ADVANTAGE®

INNOVATION

IS THE LANGUAGE OF CREATIVITY

THE ROCKSTAR

BOLD ■ ARTISTIC ■ UNORTHODOX ■
REVOLUTIONARY ■ SENSATIONAL

When you enter a room you command attention (and you enjoy the spectacle). You help liven-up any situation with your humor and bold personality. You love experimenting and you're not afraid to throw some unorthodox ideas into the mix.

THE MAVERICK LEADER

PIONEERING ■ IRREVERENT ■ ENTREPRENEURIAL ■
ARTFUL ■ DRAMATIC

Pioneering and irreverent, you are a strong leader. You often have new ideas and you constantly excite others with your enthusiasm. You don't like slipping into routine and you are comfortable experimenting with new ideas, even in a high stress environment.

THE TRENDSETTER

CUTTING-EDGE ■ ELITE ■ IMAGINATIVE ■
PROGRESSIVE ■ EDGY

In every industry from fashion to gadgets, you can sense what will be hot tomorrow. People admire you because you're imaginative and ambitious. You bring a cutting-edge interpretation to the table. You are happiest when working against the grain.

THE ARTISAN

DELIBERATE ■ THOUGHTFUL ■ FLEXIBLE ■
COMPOSER-LIKE ■ RESOURCEFUL

You are good at generating and implementing creative ideas. But you also appreciate the tried-and-true methods. You enjoy brainstorming and you're flexible with change, but you make sure to remain practical.

THE PROVOCATEUR

CLEVER ■ ADEPT ■ CONTEMPORARY ■
STATE OF THE ART ■ SURPRISING

Clever and adept is how most people would describe you. You generate a variety of fresh ideas and change the rules of how to do business. People are fascinated by the air of mystery that surrounds you and they can't wait to see what you'll come up with next.

THE QUICK-START

PROLIFIC ■ THOROUGH ■ DILIGENT ■
RELIABLE ■ CAN-DO

Your ability to rapidly identify opportunities and execute a plan with determination makes you a vital addition to teams. You mix creativity with a thorough and diligent delivery. Your ability to think on your feet helps you make important decisions under pressure.

PASSION

IS THE LANGUAGE OF RELATIONSHIP

THE CATALYST

CREATIVE ■ ENERGIZING ■ SOCIAL ■
OUT-OF-BOX ■ ENTHUSIASTIC

When others can't find solutions to their problems, they come to you for out-of-the-box thinking. You're highly creative and your enthusiasm for creating solutions is contagious. People gravitate towards your energizing personality.

THE PEOPLE'S CHAMPION

DYNAMIC ■ INCLUSIVE ■ ENGAGING ■
IDEALISTIC ■ INTUITIVE

You're naturally supportive of the group. Your dynamic personality and conviction can make you a great leader. You get emotionally invested because you are an advocate of people and ideas.

THE TALENT

EXPRESSIVE ■ STYLISH ■ EMOTIONALLY-INTELLIGENT ■
ENERGETIC ■ ACADEMIC

You really know how to get others involved. People are easily charmed by you. Though some may chalk it up to natural talent, you intensely focus on improving your skills and you are always striving for excellence.

THE BELOVED

NURTURING ■ LOYAL ■ SINCERE ■
TENDERHEARTED ■ COMFORTING

Passion and Trust make you a welcomed presence on any team. People quickly connect with you and often seek your guidance in times of distress. Your nurturing nature and loyalty can gradually win over any opposition.

THE INTRIGUE

DISCERNING ■ PERCEPTIVE ■ CONSIDERATE ■
SELECTIVE ■ WARM AND COOL ■

Sometimes reserved and sometimes excited – you mix the best of both worlds. You assess situations carefully before getting emotionally invested. People are drawn in by your enigmatic personality.

THE ORCHESTRATOR

ATTENTIVE ■ DEDICATED ■ EFFICIENT ■
VIGOROUS ■ OPEN-EYED

You are always mindful of a situation and you can quickly discern how to achieve the best results. You make sure that projects are always on track and that the details are not forgotten.

POWER

IS THE LANGUAGE OF CONFIDENCE

THE CHANGE AGENT

INVENTIVE ■ UNTRADITIONAL ■ SELF-PROPELLED ■
QUICK-WITTED ■ VIVID

You lead with a fresh outlook and are always thinking of new and inventive ideas. People enjoy your untraditional and vibrant personality. People respect that you are not afraid to be different.

THE RINGLEADER

MOTIVATING ■ SPIRITED ■ COMPELLING ■
STRONG MINDED ■ EMPATHETIC

You are a motivated and spirited leader. Your ability to reach even the highest of goals is admirable and your passion is contagious.

THE MAESTRO

AMBITIOUS ■ FOCUSED ■ CONFIDENT ■
UNCOMPROMISING ■ FORMIDABLE

Confidence is one of your greatest assets and you waste no time in accomplishing your goals. Never wanting to settle, you are ambitious and always looking for ways to improve. People admire your unwavering conviction.

THE GUARDIAN

PROMINENT ■ GENUINE ■ SURE-FOOTED ■
CONSTANT ■ RESILIENT

Prominent and genuine, you are an authority in your respected field. People consider you the “rock” of any group and will continue to follow you because of your dependability.

THE MASTERMIND

METHODICAL ■ INTENSE ■ SELF-RELIANT ■
UNDERSTATED ■ COMPLEX

In a world of uncertainty, you remain rational and grounded. People respect your expertise and your “no-nonsense” approach to life. You are a self-reliant and collected leader.

THE DEFENDER

PROACTIVE ■ CAUTIONARY ■ STRONG WILLED ■
ACTION ORIENTED ■ REGARDFUL

People respect your strong leadership and by-the-book attitude. You approach every situation cautiously but once you’ve made a decision you implement changes swiftly. You get the job done.

PRESTIGE

IS THE LANGUAGE OF EXCELLENCE

THE AVANT-GARDE

ORIGINAL ■ ENTERPRISING ■ FORWARD-THINKING ■
COMMENDABLE ■ DASHING

Forward-thinking and enterprising, you lead and others follow. You're on top of the latest trends and always looking for ways to transition them into the future. Your original outlook on tough problems and bold style make you a captivating leader. Others takes notice.

THE CONNOISSEUR

INSIGHTFUL ■ DISTINGUISHED ■ IN-THE-KNOW ■
ADMIRER ■ WELL-GROOMED

The people around you appreciate your insightful knowledge and your warm-hearted attitude. Always striving for excellence, you make a point of keeping yourself in the know on the latest trends and news. Even the toughest skeptics can be swayed by your enthusiasm and expertise.

THE VICTOR

RESPECTED ■ COMPETITIVE ■ RESULTS-ORIENTED ■
CONCENTRATED ■ EXEMPLARY

People look to you for leadership because you are confident and results-oriented. You aren't afraid of confrontation and you can easily resolve issues. Your ambition and competitive nature propel you to the front of the pack.

THE BLUE CHIP

CLASSIC ■ ESTABLISHED ■ BEST-IN-CLASS ■
SAFE ■ PUNCTUAL

Your eye for detail is unmatched and you have a reputation for quiet excellence. You are most comfortable with the familiar and people know that they can depend on your established expertise.

THE ARCHITECT

SKILLFUL ■ RESTRAINED ■ POLISHED ■
FOR INSIDERS ONLY ■ STERLING

Your communication with others is restrained and polished, and you don't lose your cool. You can defuse heated situations by focusing on the facts and helping others talk it out. Even though you prefer to be quiet, people listen when you speak.

THE SCHOLAR

INTELLECTUAL ■ DISCIPLINED ■ SYSTEMATIC ■
STANDARD-BEARER ■ RELENTLESS

The bar is set high for you and for those around you. You have a proven track record and you know how to get results through a systematic approach. You're intellectual, ambitious, and disciplined when it comes to reaching your goals.

TRUST

IS THE LANGUAGE OF STABILITY

THE EVOLUTIONARY

CURIOUS ■ ADAPTABLE ■ OPEN MINDED ■
INCREMENTAL ■ DEVOTED

You think on your feet and can come up with alternative solutions to pressing problems. You have the ability to adapt when needed but you prefer to work in a structured environment. And you like implementing steady improvements over radical new ideas. Your methods evolve steadily.

THE AUTHENTIC

APPROACHABLE ■ DEPENDABLE ■ TRUSTWORTHY ■
AGREEABLE ■ BENEVOLENT

An approachable, dependable nature makes you easily likeable. You care passionately about the projects you're on and those who work with you know you're trustworthy. You avoid confrontation and like to keep harmony in a group.

THE GRAVITAS

DIGNIFIED ■ STABLE ■ HARDWORKING ■
SEEMINGLY INVINCIBLE ■ STRAIGHT-FORWARD

Hardworking and dignified, you naturally exude authority. You think through the best course of action and recommend it with conviction. You're respected for your longstanding experience and stability. You are unfazed in times of crisis.

THE DIPLOMAT

LEVELHEADED ■ SUBTLE ■ CAPABLE ■
IMPECCABLE ■ PRUDENT

Others have confidence in you because of your commitment to your principles. You lead others by example with a strong work ethic and ambition. You have a subtle yet confident approach to life. People know that you're capable of delivering quality results.

THE ANCHOR

PROTECTIVE ■ PURPOSEFUL ■ ANALYTICAL ■
CALM ■ STEADY

In moments of crisis, people come to you for advice. You like to take a quiet approach to problems and you keep your cool even in the toughest of situations. When everyone else is getting agitated, you're coming up with a workable solution.

THE GOOD CITIZEN

PRINCIPLED ■ PREPARED ■ CONSCIENTIOUS ■
DETAIL-ORIENTED ■ MODEST

You counsel people to execute their tasks with care and attention to detail. You are conscientious and loyal to those close to you. You do everything you can to help them succeed. People appreciate how prepared you are.

MYSTIQUE

IS THE LANGUAGE OF LISTENING

THE SECRET WEAPON

NIMBLE ■ UNASSUMING ■ INDEPENDENT ■
RETICENT ■ AUTONOMOUSLY CREATIVE

Even under intense pressure, you produce creative and ingenious solutions. Although you enjoy being commended for your achievements, you prefer to work quietly and independently. You fully test ideas before sharing them with a group.

THE SUBTLE TOUCH

TACTFUL ■ SELF-SUFFICIENT ■ MINDFUL ■
UNEXPECTED ■ PROFOUND

You prefer an understated excellence to outright flashiness. You're able to connect with others easily but sometimes you prefer to remain reserved. When others need guidance, they come to you for your profound ability to read between the lines.

THE VEILED STRENGTH

REALISTIC ■ INTENTIONAL ■ TO THE POINT ■
ORDERLY ■ MULTI-LAYERED

You are realistic and your methods are always intentional. You like to base your decisions on facts instead of a gut feeling. People respect you for your subtle yet strong leadership and your direct communication style.

THE ROYAL GUARD

ELEGANT ■ ASTUTE ■ RESERVED ■
PARTICULAR ■ MEASURED

Sophisticated in nature, you are often respected. When you communicate with people you're astute and reserved. You enjoy working independently and you are always dedicated to your projects. People can count on you to make a keen choice for a complicated situation.

THE WISE OWL

OBSERVANT ■ ASSURED ■ UNRUFFLED ■
NUANCED ■ LOGICAL

Calm and collected, you don't buckle under pressure. You are a true asset in times of struggle because you're usually one step ahead of the problem. People respect you for your modest yet unruffled style of leading. You easily meld into groups and you can also work independently.

THE ARCHER

ON TARGET ■ REASONED ■ PRAGMATIC ■
UNDER THE RADAR ■ SHARP

You are Reasoned and pragmatic, and you enjoy a well-organized workspace. Your sharp eye can spot problems before others know what's going on. You analyze situations with the utmost care, and your communication is on target.

ALERT

IS THE LANGUAGE OF DETAILS

THE COMPOSER

STRATEGIC ■ FINE-TUNED ■ JUDICIOUS ■
RATIONAL ■ IMMEDIATE

Although you enjoy routine you aren't afraid to step out of your comfort zone and try something new, if it will help you reach your goals. When problems arise, you think about them logically and respond carefully with feedback that is fine-tuned.

THE COORDINATOR

CONSTRUCTIVE ■ ORGANIZED ■ PRACTICAL ■
SAFEGUARD ■ TUNED-IN

With practical skills and a discerning eye, you bring a constructive approach to every project. You make sure that deadlines are met. Though you aren't as social as some personalities, you are loyal to those close to you.

THE ACE

DECISIVE ■ TIRELESS ■ FORTHRIGHT ■
GOAL ORIENTED ■ SHIELDED

You're a decisive and forthright leader. You command attention in a non-intimidating way. People respect you for your tireless pursuit of what you believe in. You like to set clear goals for yourself and you stay focused until you've accomplished them.

THE EDITOR-IN-CHIEF

PRODUCTIVE ■ SKILLED ■ DETAILED ■
IMMERSED ■ RESULTS-DRIVEN

Excellence is what you strive for and you keep projects on time and on budget. Your deliverables are detailed and usually error free because you have an intense concentration while working. You prefer to focus on one thing at a time but you also work intelligently and quickly. You get results.

THE MEDIATOR

STEADFAST ■ COMPOSED ■ STRUCTURED ■
EFFECTUAL ■ VIGILANT

Steadfast and composed, you are the hub of activity for those around you. Whenever there is a conflict, people look to you for guidance. Through your compassionate communication style and your efficient and structured work, you can be the glue that holds a team together.

THE DETECTIVE

CLEAR CUT ■ ACCURATE ■ METICULOUS ■
PRIVATE ■ CIRCUMSPECT

You focus on the details and expect your colleagues to follow suit. You consider your response to others carefully before giving it, and you prefer to work independently. Others appreciate your thought-out and rational approach to issues because you watch the details to solve the puzzle.

MY PRIMARY ADVANTAGE

INNOVATION

01

PRIMARY PERSONALITY DESCRIPTORS:

- Embraces opportunities for change and exploration
- Driven by a profound sense of adventure and creativity
- Captivates with spontaneity and a quick wit
- Values creativity and cutting-edge thinking
- Attracts attention because of changing the game

WHO YOU ARE:

- Creative
- Visionary
- Entrepreneurial

HOW YOU ADD VALUE:

- » You quickly solve problems with fresh solutions.
- » You're able to generate ideas that surprise people with a new perspective.
- » People watch to see what you'll do next, because you thwart tradition.

EXAMPLES OF LEADERS WHO USE INNOVATION:

Madonna, Albert Einstein, Amelia Earhart, Frank Lloyd Wright, Betty White

HOW TO APPLY INNOVATION AT WORK:

You are curious, unconventional, and seek new options. Want to channel these uncommon talents to reach your ultimate career potential? Once you tap into your natural INNOVATION, you can better persuade and captivate your co-workers, your boss, and your customers.

INNOVATION IN THE POPULATION

PRIMARY	SECONDARY	ARCHETYPE
INNOVATION	INNOVATION	THE ANARCHY
INNOVATION	PASSION	THE ROCKSTAR
INNOVATION	POWER	THE MAVERICK LEADER
INNOVATION	PRESTIGE	THE TRENDSETTER
INNOVATION	TRUST	THE ARTISAN
INNOVATION	MYSTIQUE	THE PROVOCATEUR
INNOVATION	ALERT	THE QUICK-START

MY PRIMARY ADVANTAGE: INNOVATION

THE INNOVATION PERSONALITY

CREATIVE · VISIONARY · ENTREPRENEURIAL

VIEW THIS VIDEO ONLINE IN YOUR REPORT

MY PRIMARY ADVANTAGE

PASSION

01

PRIMARY PERSONALITY DESCRIPTORS:

- Creates strong and immediate emotional connections
- Communicates expressively (such as colorful language and humor)
- Attractive personal and professional style of interaction
- Inspires people to become involved advocates
- Attuned to the 5 senses: taste, touch, scent, sound and sight
- Quickly creates warm emotional connections

WHO YOU ARE:

- Expressive
- Intuitive
- Engaging

HOW YOU ADD VALUE:

- » You captivate others with your vibrant and attractive style of communication.
- » Your approachable and transparent style makes you an “open book.”
- » You intuitively understand ideas and feelings of others.

EXAMPLES OF LEADERS WHO USE PASSION:

Leonardo Da Vinci, Ronald Reagan, Audrey Hepburn, Oprah Winfrey, George Lucas

HOW TO APPLY PASSION AT WORK:

PASSION is one of the most immediately fascinating Advantages. With PASSION as your primary Advantage, you capture widespread attention through colorful words, ideas, and actions. Now it’s time to understand how to develop and apply that style of communication, so that you can more strategically persuade and inspire people throughout your job and career.

PASSION IN THE POPULATION

PRIMARY	SECONDARY	ARCHETYPE
PASSION	INNOVATION	THE CATALYST
PASSION	PASSION	THE DRAMA
PASSION	POWER	THE PEOPLE’S CHAMPION
PASSION	PRESTIGE	THE TALENT
PASSION	TRUST	THE BELOVED
PASSION	MYSTIQUE	THE INTRIGUE
PASSION	ALERT	THE ORCHESTRATOR

MY PRIMARY ADVANTAGE: PASSION

THE PASSION PERSONALITY

EXPRESSIVE · INTUITIVE · ENGAGING

VIEW THIS VIDEO ONLINE IN YOUR REPORT

MY PRIMARY ADVANTAGE

POWER

01

PRIMARY PERSONALITY DESCRIPTORS:

- Enjoys leading projects and easily wins buy-in of teams
- Directs individuals and groups with confidence and success
- Sets ambitious personal and professional goals
- Expresses opinions and makes complex decisions with unwavering conviction
- Confronts potential problems or obstacles immediately and decisively
- Leads naturally

WHO YOU ARE:

- Confident
- Goal-Oriented
- Decisive

HOW YOU ADD VALUE:

- » You influence others with self-assured ideas and action.
- » You energetically tackle big goals, giving you the potential to motivate large groups.
- » People instinctively look to you for cues of how to behave.

EXAMPLES OF LEADERS WHO USE POWER:

Arianna Huffington, Tim Tebow, Michael Bloomberg, Warren Buffett, Mark Zuckerberg

HOW TO APPLY POWER AT WORK:

First, recognize that your ability to fascinate is through your natural use of the POWER Advantage. Now it's time to learn exactly how to develop your natural ability to use POWER to persuade, influence, attract, and inspire everyone you encounter.

POWER IN THE POPULATION

PRIMARY	SECONDARY	ARCHETYPE
POWER	INNOVATION	THE CHANGE AGENT
POWER	PASSION	THE RINGLEADER
POWER	POWER	THE AGGRESSOR
POWER	PRESTIGE	THE MAESTRO
POWER	TRUST	THE GUARDIAN
POWER	MYSTIQUE	THE MASTERMIND
POWER	ALERT	THE DEFENDER

MY PRIMARY ADVANTAGE: POWER

THE POWER PERSONALITY

CONFIDENT · GOAL-ORIENTED · DECISIVE

VIEW THIS VIDEO ONLINE IN YOUR REPORT

MY PRIMARY ADVANTAGE

PRESTIGE

01

PRIMARY PERSONALITY DESCRIPTORS:

- Rapidly earns respect
- Focuses on adding value through better execution
- Conscientious of the smallest details
- Motivated by a competitive spirit and determined outlook
- Expects highest quality deliverables from self and others
- Earns respect with higher standards

WHO YOU ARE:

- Ambitious
- Results-Oriented
- Respected

HOW YOU ADD VALUE:

- » People recognize you as an achiever and/or expert.
- » You influence people through your high expectations of yourself and others.
- » You constantly envision ways to improve and upgrade.

EXAMPLES OF LEADERS WHO USE PRESTIGE:

Heidi Klum, Enzo Ferrari, Princess Diana, James Bond, Gordon Ramsay

HOW TO APPLY PRESTIGE AT WORK:

Your primary PRESTIGE Advantage means that you naturally seek the next level of accomplishment. Develop your talent for using PRESTIGE to persuade and encourage others to support your vision at work.

PRESTIGE IN THE POPULATION

PRIMARY	SECONDARY	ARCHETYPE
PRESTIGE	INNOVATION	THE AVANT-GARDE
PRESTIGE	PASSION	THE CONNOISSEUR
PRESTIGE	POWER	THE VICTOR
PRESTIGE	PRESTIGE	THE IMPERIAL
PRESTIGE	TRUST	THE BLUE CHIP
PRESTIGE	MYSTIQUE	THE ARCHITECT
PRESTIGE	ALERT	THE SCHOLAR

MY PRIMARY ADVANTAGE: PRESTIGE

THE PRESTIGE PERSONALITY

AMBITIOUS · RESULTS-ORIENTED · RESPECTED

VIEW THIS VIDEO ONLINE IN YOUR REPORT

MY PRIMARY ADVANTAGE

TRUST

01

PRIMARY PERSONALITY DESCRIPTORS:

- Earns loyalty through dependability
- Radiates a sincere, familiar warmth
- Watches and reviews details carefully
- Brings stability and calm to situations
- Values routine and punctuality
- Builds loyalty through consistency

WHO YOU ARE:

- Stable
- Dependable
- Familiar

HOW YOU ADD VALUE:

- » People increasingly respect you over time, because you consistently deliver.
- » You're constant in your words and actions.
- » In a confusing and stressful world, you influence decision-making because you're dependable.

EXAMPLES OF LEADERS WHO USE TRUST:

Walt Disney, Sam Walton, Dr. Oz, Clint Eastwood, Mother Theresa

HOW TO APPLY TRUST AT WORK:

Because of your primary TRUST Advantage, people rely on you more than they do on other personalities. Now it's time to learn exactly how to activate your natural ability to create TRUST. By understanding and applying your main Advantages, you can better shape decisions and inspire people at work, making sure your messages are heard and remembered.

TRUST IN THE POPULATION

PRIMARY	SECONDARY	ARCHETYPE
TRUST	INNOVATION	THE EVOLUTIONARY
TRUST	PASSION	THE AUTHENTIC
TRUST	POWER	THE GRAVITAS
TRUST	PRESTIGE	THE DIPLOMAT
TRUST	TRUST	THE OLD GUARD
TRUST	MYSTIQUE	THE ANCHOR
TRUST	ALERT	THE GOOD CITIZEN

MY PRIMARY ADVANTAGE: TRUST

THE TRUST PERSONALITY

STABLE · DEPENDABLE · FAMILIAR

VIEW THIS VIDEO ONLINE IN YOUR REPORT

MY PRIMARY ADVANTAGE

MYSTIQUE

01

PRIMARY PERSONALITY DESCRIPTORS:

- Intrigues others with understatement
- Communicates selectively and purposefully, with a minimalist approach
- Rarely shows inner emotions
- Remains calm in situations of pressure
- Works independently without disclosing insider process
- Subtle style makes every detail more influential

WHO YOU ARE:

- Independent
- Logical
- Observant

HOW YOU ADD VALUE:

- » You persuade others by selectively culling your words and actions.
- » You make careful decisions, usually thinking before acting.
- » When you do share an idea or opinion, it carries more influence than it would for those who tend to “over-share.”

EXAMPLES OF LEADERS WHO USE MYSTIQUE:

Tina Fey, Johnny Depp, Malcolm Gladwell, Stephen Hawking, Michael Crichton

HOW TO APPLY MYSTIQUE AT WORK:

Your primary MYSTIQUE Advantage means you have a complex mind and reserved demeanor. These natural strengths are perfectly suited for certain professional scenarios. By understanding and applying your MYSTIQUE Advantage, you can become more persuasive and influential in the workplace.

MYSTIQUE IN THE POPULATION

PRIMARY	SECONDARY	ARCHETYPE
MYSTIQUE	INNOVATION	THE SECRET WEAPON
MYSTIQUE	PASSION	THE SUBTLE TOUCH
MYSTIQUE	POWER	THE VEILED STRENGTH
MYSTIQUE	PRESTIGE	THE ROYAL GUARD
MYSTIQUE	TRUST	THE WISE OWL
MYSTIQUE	MYSTIQUE	THE DEADBOLT
MYSTIQUE	ALERT	THE ARCHER

MY PRIMARY ADVANTAGE: MYSTIQUE

THE MYSTIQUE PERSONALITY

INDEPENDENT · LOGICAL · OBSERVANT

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MY PRIMARY ADVANTAGE

ALERT

01

PRIMARY PERSONALITY DESCRIPTORS:

- Aware of all facets of a situation
- Able to create swift action
- Works to avoid unwelcome surprises
- Exhibits a strong will and determination
- Expects high-quality results
- Prompts deliberate action

WHO YOU ARE:

- Proactive
- Organized
- Detailed

HOW YOU ADD VALUE:

- » You incite immediate action by keeping an eye on potential negative consequences.
- » You are sensitive to the demands and expectations of others.
- » You set high expectations and establish the structure for others to follow through.

EXAMPLES OF LEADERS WHO USE ALERT:

Ralph Nader, Mary Poppins, Chuck Norris, James Cameron, Upton Sinclair

HOW TO APPLY ALERT AT WORK:

You earn influence by watching the details, in order to protect your beliefs with your natural ALERT Advantage. Now it's time to learn exactly how to develop your natural ability to protect others and your beliefs, so that you can more efficiently shape decisions and direct action.

ALERT IN THE POPULATION

PRIMARY	SECONDARY	ARCHETYPE
ALERT	INNOVATION	THE COMPOSER
ALERT	PASSION	THE COORDINATOR
ALERT	POWER	THE ACE
ALERT	PRESTIGE	THE EDITOR-IN-CHIEF
ALERT	TRUST	THE MEDIATOR
ALERT	MYSTIQUE	THE DETECTIVE
ALERT	ALERT	THE CONTROL FREAK

MY PRIMARY ADVANTAGE: ALERT

THE ALERT PERSONALITY

PROACTIVE · ORGANIZED · DETAILED

VIEW THIS VIDEO ONLINE IN YOUR REPORT

MY DORMANT ADVANTAGE

INNOVATION

WHAT IT MEANS TO HAVE A DORMANT INNOVATION ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE INNOVATION ADVANTAGE?

You dislike situations that feel unpredictable or random. You should avoid jobs that require you to constantly react and reinvent.

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your *least* natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING INNOVATION FEELS LIKE QUICKSAND:

- » You are perceived as stable, trustworthy and consistent. You don't typically surprise others with what you say or what you do. You can normally be counted upon to get the job done the right way, and on time. Your predictability is why people depend on you.
- » Most likely, you influence others through strong relationships and respect. Unlike INNOVATION personalities, who tend to have an irreverent style, you typically persuade others by respecting their thoughts and opinions and being inclusive in your decision-making and style of working. You usually prefer the company of others, as opposed to working alone, and recognize the value their point of view can bring to a situation.
- » Your word is your bond. Because of your stability and the sense of comfort you offer, people know that what you say is what you mean.
- » Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO

CREATE THE TAGLINE FOR YOUR PERSONALITY

Focus on your Anthem and you can stop worrying about having to tap into your dormant Advantage. To learn more about how to apply your Advantages visit HowToFascinate.com



MY DORMANT ADVANTAGE

PASSION

WHAT IT MEANS TO HAVE A DORMANT **PASSION** ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE **PASSION** ADVANTAGE?

People value your ability to rationally reach conclusions. Yet in certain situations, you'll attract prospects more quickly by communicating with feelings. The **PASSION** advantage gives a sense of warmth and connection. It's especially useful when you want to rapidly build a sense of rapport while making a first impression or during a meeting. You can occasionally be seen as intimidating, because you tend to observe others before jumping right in to conversation. **PASSION** can make you more approachable.

You dislike drama or emotional upheaval. For you, it's exhausting and pointless. Avoid jobs that require you to invest a great deal of emotional energy in "feelings".

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your least natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find more opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING **PASSION** FEELS LIKE QUICKSAND:

- » Your style of interaction tends to be more intellectual than "warm and fuzzy." Instead of connecting with others based upon feelings, you usually connect based upon logic.
- » You are known to approach challenges rationally and methodically. Your typically linear thinking tends to get you from idea to execution well, unlike **PASSION** personalities who usually struggle in this area.
- » You are known to rely on facts when trying to persuade others and do not believe in a product or message without first requiring proof. You tend to feel most comfortable when there's hard data and quantitative information to back-up whatever is being presented.
- » Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO CREATE THE TAGLINE FOR YOUR PERSONALITY

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MY DORMANT ADVANTAGE

POWER

WHAT IT MEANS TO HAVE A DORMANT POWER ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE POWER ADVANTAGE?

You are not a dominant personality and dislike controlling others. You don't want to be the "bad cop." Avoid situations in which you must overtly command co-workers or clients. Instead, find ways to succeed with a more subtle style of engagement.

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your *least* natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING POWER FEELS LIKE QUICKSAND:

- » Your approach is obliging and flexible. You're typically not considered intimidating and tend to know how to adapt your message to the situation.
- » You want others to like you. With friends, you're a good listener; at work, you are helpful. You typically listen with an open mind, taking care not to force your opinions on others. People confide in you because you tend not to judge.
- » You allow others to make decisions and are comfortable letting others lead, unlike POWER personalities, who strive to occupy the alpha dog position in the group.
- » Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO

CREATE THE TAGLINE FOR YOUR PERSONALITY

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MY DORMANT ADVANTAGE

PRESTIGE

WHAT IT MEANS TO HAVE A DORMANT PRESTIGE ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE PRESTIGE ADVANTAGE?

You can become uncomfortable in situations with direct competition. You prefer to relate directly to people, rather than trying to triumph over others. Avoid situations that require you to constantly strive to "win."

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your *least* natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING PRESTIGE FEELS LIKE QUICKSAND:

- » An independent thinker, you don't evaluate yourself in relation to others nor do you concern yourself too much with the latest trends. You prefer to accept situations as they are and tend to focus more on others than on yourself.
- » Your pride is not based on collecting symbols of achievements. Although most personalities appreciate recognition, PRESTIGE personalities are driven by it. For you, being happy with your work and confident in who you are is typically enough.
- » Others most likely perceive you as unpretentious and authentic. You tend to be humble and feel uncomfortable promoting yourself or your accomplishments. Being happy with your work and taking pride in what you do tends to be enough for you. Flaunting your successes could make others feel inferior and that is something you usually go out of your way to avoid.
- » Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO

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MY DORMANT ADVANTAGE

TRUST

WHAT IT MEANS TO HAVE A DORMANT TRUST ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE TRUST ADVANTAGE?

There are many ways to become a trusted and valued partner. The TRUST Advantage is one way, but there are other ways. If you do not naturally enjoy repeating the same process over and over, you will never reach your full potential in a job that forces you to follow a rigid path.

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your *least* natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING TRUST FEELS LIKE QUICKSAND:

- » You have an entrepreneurial approach to your career. At work, you dislike falling into ruts, or performing the same duties every day. You appreciate variety and actively seek new ways to accomplish a problem. When co-workers or clients bring you challenges, they know you'll help them find new opportunities.
- » You intuitively know how to persuade others through your self-expression and enthusiasm. You typically find it easy to brainstorm ideas.
- » You love to explore. As a result, people are attracted to your expressive and curious nature. You are unlikely to be seen as boring.
- » Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

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MY DORMANT ADVANTAGE

MYSTIQUE

WHAT IT MEANS TO HAVE A DORMANT MYSTIQUE ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE MYSTIQUE ADVANTAGE?

You will be less successful in situations that require you to suppress yourself. Avoid jobs or projects that require you to curb your natural expressiveness, because your personality thrives in environments with a lot of discussion and back-and-forth. Without open communication, you will become discouraged.

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your *least* natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING MYSTIQUE FEELS LIKE QUICKSAND:

- » You don't hide your emotions or opinions. Some may even refer to you as an open book. You can be enthusiastic, even dramatic, at times. In business negotiations that require holding back information, you may tend to feel challenged, because containing how you feel typically is not a natural response for you.
- » You persuade others by being straightforward and open, whereas MYSTIQUE personalities persuade by provoking questions without giving answers. Your approachability is what attracts others to you, while MYSTIQUE's veil of secrecy is what attracts people to them.
- » People can always know where they stand with you. Because you tend to have difficulty hiding how you feel, others can pick up on your attitude and mood.
- » Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO

CREATE THE TAGLINE FOR YOUR PERSONALITY

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MY DORMANT ADVANTAGE

ALERT

WHAT IT MEANS TO HAVE A DORMANT ALERT ADVANTAGE:

This is your most exhausting form of communication. It's how you are least likely to impress others.

Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and it's unlikely to set you up for success.

Situations that force you to use your dormant Advantage will act like quicksand. You'll feel stuck, unable to move forward without using up all your energy.

It's important to recognize these types of interactions, because they can prevent you from making progress and momentum.

SHOULD YOU LEARN HOW TO ACTIVATE THE ALERT ADVANTAGE?

You thrive in situations that allow you to design your own path. Avoid jobs that are highly regimented or tightly controlled. You're unlikely to be your most successful if forced to constantly measure and manage each meticulous detail.

When forced to use your dormant Advantage, it exhausts your energy and focus. Because this is your *least* natural mode of communication, it requires tremendous additional energy in order to relate to others in this way. It feels awkward and unnatural. It leaves you drained.

Here's your goal: Find *more* opportunities to apply your top Advantages. Then you're far more likely to exceed expectations at every turn.

WHY USING ALERT FEELS LIKE QUICKSAND:

- » Rather than focusing on deadlines and structure, you enthusiastically pursue opportunities. You tend to steer toward a goal rather than become mired in the details of how to get there.
- » You are perceived as optimistic. Your 'can do' attitude invigorates those around you and makes them want to follow you. You usually don't look at how something can fail but, rather, tend to focus on how it can succeed. Although you recognize that failure is a part of life, it doesn't keep you from pursuing your goals. This is unlike ALERT personalities, who are practical and cautious.
- » You bring an open and adventurous spirit to your work. You tend to embrace ambiguous assignments and unknown challenges. Your quest for variety and new experiences usually means you move head-on into areas and ideas that ALERT personalities, might avoid.
- » Once you know your personality's dormant Advantage, you'll understand why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO

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DOUBLE TROUBLES

THE ANARCHY

VOLATILE ■ STARTLING ■
CHAOTIC

Innovation provides a strong dose of creative energy to any organization. But in excess, you can become unruly and insubordinate. Out-of-the-box ideas can be great but don't become a troublemaker or throw crazy ideas into the brainstorming session just for the sake of it. Avoid creating a volatile and chaotic work space.

THE DRAMA

THEATRICAL ■ EMOTIVE ■
SENSITIVE

Passion makes people intimately attuned to the feelings of others. But taken too far, without blending in a Secondary Advantage, Passion can become too sensitive. Avoid becoming overly theatrical. And don't let yourself take things too seriously.

THE AGGRESSOR

DOMINANT ■ OVERBEARING ■
DOGMATIC

A Power personality exudes a natural authority. Yet taken to the extreme, without blending in a Secondary Advantage, you can become too dominant and forceful. Avoid crushing the creativity of others and silencing their contributions to the group discussion.

THE IMPERIAL

ARROGANT ■ COLD ■
SUPERIOR

Prestige thrives on public recognition. But too much focus on your achievements can make you look pretentious. Being completely unafraid to promote yourself can cause others to be annoyed easily. Avoid thinking you are superior to others. This can make you seem arrogant and cold.

THE OLD GUARD

PREDICTABLE ■ SAFE ■
UNMOVABLE

Trust builds consistency and loyalty. But when you don't combine Trust with a Secondary Advantage, it can become too predictable, and perhaps a little boring. Avoid becoming too stuck in your own ways. Sometimes it's essential to try new things. Don't become so unmovable that people don't look to you for help.

THE DEADBOLT

UNEMOTIONAL ■ INTROVERTED ■
CONCENTRATED

Mystique tends to be secretive. You rarely share information about yourself, but too much secrecy can negatively impact your trustworthiness. People may wonder whether you have something to hide. Avoid becoming too introverted and unemotional that you completely shut others out. This can make it hard for others to work with you.

THE CONTROL FREAK

COMPULSIVE ■ DRIVEN ■
EXACTING

In Control Freak mode, when you forget to use your Secondary Advantage, negative energy can make you unpleasant company. Don't be so compulsive and exacting that others don't want to work with you. Don't be such a downer that you constantly dismiss the ideas of others. Avoid micromanaging to such an extreme that you make it impossible to be productive.

HOW PERSONALITY ADVANTAGES SELL & COLLABORATE

IF THEIR PRIMARY ADVANTAGE IS	HOW THEY SELL	HOW THEY CLOSE	HOW THEY COLLABORATE	HOW THEY RESOLVE CONFLICT
INNOVATION	They can transform the humdrum into something that feels unique by utilizing their natural creativity	They tend to have a knack for convincing others to want something they did not know they needed	They generate a profusion of ideas in many directions, often needing to be culled or edited	They see many options, and can offer solutions that might be different than others can envision
PASSION	Their belief in a product is perceptible, making it easier to convince of the same	They treat clients like friends, or even family, winning sales based on their personal connections	Fueled by interaction with others, they would rather work with a team than on their own	Intuitively sense discord, and immediately feel emotionally involved
POWER	Normally sell by exuding confidence in their product	Striving to maintain the upper-hand, they often intensely direct their energy toward completing a sale	They often initiate the role of advisor, typically setting the agenda for others to follow	They tend to take care of a problem as soon as it arises, seeking the quickest path to resolution
PRESTIGE	Considered experts on what's best, their endorsement increases perceived value	They elevate the perceived value of the sale, which makes the product more enticing to the purchaser	They usually review the group's target or goal and elevate it by offering suggestions on how to make it better	In a situation that could tarnish their image, they can avoid showing their sensitive side, and may become demoralized
TRUST	They provide consistent messages and style, and a sense of familiarity	By being perceived as reliable and having integrity, they are usually effective at closing deals	They offer steady support and contributing consistent quality work to the team	They tend to put others' needs before their own, occasionally causing them to be taken advantage of
MYSTIQUE	Communicate succinctly and factually, unlikely to make claims they cannot back up	Typically do well in situations like negotiations, which require composure and restraint	Not driven by ego, they tend to sit and listen, offering very measured comments	Having very little tolerance for drama, they tend to remove themselves from conflict
ALERT	Honest and thrifty, they steer customers in the right direction	They work hard to make sure all criteria is met	Conservative with their input, instead focusing on time and budget	Organize work and life around pleasing others and achieving perfection to reduce the chance of disappointment and conflict

HOW PERSONALITY ADVANTAGES TAKE ACTION

IF THEIR PRIMARY ADVANTAGE IS	HOW THEY LEAD	HOW THEY MANAGE THEIR TIME	HOW THEY MAKE DECISIONS	HOW THEY BRAINSTORM & PLAN
INNOVATION	Encourage others to explore alternative ideas and new techniques	Tend to spend a great deal of time exploring a variety of options before deciding on one	Less inclined to make decisions by conducting quantitative research or analyzing data	Tend to focus on the big picture rather than the details making them better at development than execution
PASSION	Leverage high energy to "fire up" a person or team to achieve a specific goal	Managing time is not a strength. Their creative nature can lead their mind to wander	Decisions are based upon their impression of a situation or idea	They are not linear thinkers but can generate a large amount of ideas in a short time
POWER	Tend to actively lead situations rather than passively sitting back	Focused on the end state, they are typically efficient with their time	They listen to the advice of others, but ultimately design the action plan	Often found leading brainstorming sessions, and occasionally commandeering the discussion
PRESTIGE	Define new, higher standards for the group and help achieve that excellence through attention to detail	Typically focused and ambitious, efficiently managing their time	Careful and deliberate, often choosing paths that will bring them a sense of achievement as well as recognition	Tend to improve upon the ideas of others instead of generating the big ideas themselves
TRUST	Build relationships through dependability	Not usually multi-taskers, typically working on one thing at a time, completing task according to proven methods	They usually look to the past to decide their course of action	Usually suggest ideas or solutions that have been tried before and are demonstrated to work
MYSTIQUE	Maintain a professional distance at all times	More focused than other types, they spend less time socializing, and avoiding distractions	They usually do not jump to conclusions but rather take time to research an answer	Their premeditated statements can be perceived as higher caliber
ALERT	Maintain order by keeping things on schedule and on budget	Tend to work sequentially rather than multi-tasking, paying close attention to the clock at all times	Decisions are made according to whatever will get the job done and a desire to do what's "right"	They are innately suited to building intricate plans and executing them

INNOVATION

HOW INNOVATION PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

INNOVATION
PERSONALITY

+

INNOVATION
PERSONALITY

Working with fellow Innovation types will be invigorating for you. But be sure to stay on track and on budget

INNOVATION
PERSONALITY

+

PASSION
PERSONALITY

You feed off energetic Passion types, and they share your zest for the creative process. Be careful to remain focused on objectives

INNOVATION
PERSONALITY

+

POWER
PERSONALITY

Teaming up with Power types can be stimulating for you, but be careful that their strong personality doesn't stifle your creativity

INNOVATION
PERSONALITY

+

PRESTIGE
PERSONALITY

You can thrive when working with Prestige personalities because they implement your ideas with an energetic force

INNOVATION
PERSONALITY

+

TRUST
PERSONALITY

Trust types can seem stuck or traditional for you. They prefer tested methods. Yet together, you can combine consistency with out-of-the-box thinking

INNOVATION
PERSONALITY

+

MYSTIQUE
PERSONALITY

Like Mystique types, you are constantly thinking of solutions. The difference is, yours might feel surprising or even challenging

INNOVATION
PERSONALITY

+

ALERT
PERSONALITY

You may find their attitude tiring, but the natural cautiousness of Alert types helps you consider your ideas more carefully

PASSION

HOW PASSION PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

PASSION
PERSONALITY

+

INNOVATION
PERSONALITY

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

You share an creative spirit with an Innovation personality, inspiring each other to develop new ideas

PASSION
PERSONALITY

+

PASSION
PERSONALITY

You quickly bond with other Passion personalities—just be careful to stay focused on company objectives

PASSION
PERSONALITY

+

POWER
PERSONALITY

You share an energetic approach to your job, and steered in the right direction, can make a highly productive team

PASSION
PERSONALITY

+

PRESTIGE
PERSONALITY

You'll enjoy working with Prestige personalities when they help you stay focused on a goal, and improve your quality of deliverables

PASSION
PERSONALITY

+

TRUST
PERSONALITY

A Trust personality will help you build consistent messages and develop loyal relationships

PASSION
PERSONALITY

+

MYSTIQUE
PERSONALITY

It may take time to build rapport with Mystique personalities, but their rational communication is a useful balance to your spontaneity

PASSION
PERSONALITY

+

ALERT
PERSONALITY

You might resist having someone watch over your impulsive nature, but partnering with the Alert Advantage can help you watch the details and stay on schedule

POWER

HOW POWER PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

POWER
PERSONALITY

+

INNOVATION
PERSONALITY

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

You may find the Innovation type disruptive at times, because they want to explore. Yet their perspective can bring innovation to your outcome

POWER
PERSONALITY

+

PASSION
PERSONALITY

You form an energetic team with Passion personalities. Together you motivate the team to reach higher goals

POWER
PERSONALITY

+

POWER
PERSONALITY

Join with other Power types to exponentially increase your momentum as you feed off each other's energy, as long as you don't get in a struggle

POWER
PERSONALITY

+

PRESTIGE
PERSONALITY

You share a strong self-motivation with Prestige types. Together you can go after serious goals

POWER
PERSONALITY

+

TRUST
PERSONALITY

Trust personalities can help you build ongoing and dependable loyalty with clients, suppliers, and staff

POWER
PERSONALITY

+

MYSTIQUE
PERSONALITY

Your strong opinions may overshadow Mystique personalities. Be careful to listen when they make observations

POWER
PERSONALITY

+

ALERT
PERSONALITY

You have a lot of energy and momentum; working with an Alert personality will help you fine-tune execution

PRESTIGE

HOW PRESTIGE PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

PRESTIGE
PERSONALITY

+

INNOVATION
PERSONALITY

Working with Innovation types can be very productive when they inspire better results through creativity

PRESTIGE
PERSONALITY

+

PASSION
PERSONALITY

You generally find it easy to bond with Passion personalities. Together, you can build a team spirit to achieve results for the group

PRESTIGE
PERSONALITY

+

POWER
PERSONALITY

A natural combination. Join with an energetic Power leader to achieve big goals together

PRESTIGE
PERSONALITY

+

PRESTIGE
PERSONALITY

Cooperating with other Prestige personalities may feel like a perfect fit. Too much, however, can make your organization brittle and overly competitive

PRESTIGE
PERSONALITY

+

TRUST
PERSONALITY

While you can become frustrated with the consistency of Trust, these partners will add stability

PRESTIGE
PERSONALITY

+

MYSTIQUE
PERSONALITY

Be careful not to overshadow Mystique personalities. They're astute thinkers who can help you achieve your objectives

PRESTIGE
PERSONALITY

+

ALERT
PERSONALITY

You share your attention to detail with Alert personalities. They help you stay grounded in pursuit of a goal

TRUST

HOW TRUST PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

TRUST
PERSONALITY

+

INNOVATION
PERSONALITY

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

To change and innovate, work with a person who uses Innovation. They help you see new approaches

TRUST
PERSONALITY

+

PASSION
PERSONALITY

While you might initially find the Passion types to be overly enthusiastic, on a team you can feed off their positive outlook to support the group

TRUST
PERSONALITY

+

POWER
PERSONALITY

Power leaders tend to take command more quickly than you. Join with them as long as they do not try to dominate you

TRUST
PERSONALITY

+

PRESTIGE
PERSONALITY

By partnering with a Prestige type you can raise standards of the team and exceed rather than just meet objectives

TRUST
PERSONALITY

+

TRUST
PERSONALITY

Working with other consistent Trust types will feel natural to you. Just be careful you don't get stuck in a rut together

TRUST
PERSONALITY

+

MYSTIQUE
PERSONALITY

Like the Mystique personalities, you are not showy or aggressive, and prefer facts to emotion

TRUST
PERSONALITY

+

ALERT
PERSONALITY

Working with an Alert personality will help you motor through difficult projects and avoid issues along the way

MYSTIQUE

HOW MYSTIQUE PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

MYSTIQUE
PERSONALITY

+

INNOVATION
PERSONALITY

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

Put someone on your team with Innovation whose creativity can help you discover new approaches

MYSTIQUE
PERSONALITY

+

PASSION
PERSONALITY

The Passion Advantage is valuable to you because it sparks warmth and enthusiasm within the team and with clients

MYSTIQUE
PERSONALITY

+

POWER
PERSONALITY

You can be a formidable team with Power types. Just be careful they don't overshadow you

MYSTIQUE
PERSONALITY

+

PRESTIGE
PERSONALITY

You'll profit from working with the Prestige Advantage, since they can help you get recognition for your work

MYSTIQUE
PERSONALITY

+

TRUST
PERSONALITY

Trust types prefer working in the background, like you. Make sure you have a "front man"

MYSTIQUE
PERSONALITY

+

MYSTIQUE
PERSONALITY

In teams with other Mystique types, you tend to work independently and not collaborate closely. Make sure you benefit from each other's ideas and experiences

MYSTIQUE
PERSONALITY

+

ALERT
PERSONALITY

An Alert personality is focused, like you. Together you will keep your eyes on the practical side of things. Just make sure you are inclusive of others such as Passion

ALERT

HOW ALERT PERSONALITIES TEAM WITH OTHERS

WHEN THESE TWO PERSONALITIES PAIR UP...

ALERT
PERSONALITY

+

INNOVATION
PERSONALITY

THEY WILL PROBABLY COMMUNICATE LIKE THIS...

Having someone with the Innovation Advantage on your team will keep the ideas flowing. It's up to you to keep them grounded

ALERT
PERSONALITY

+

PASSION
PERSONALITY

Passion types may seem too "in the moment" for your careful style, but take advantage of their positive spirit to win buy-in for your projects

ALERT
PERSONALITY

+

POWER
PERSONALITY

Join forces with the Power Advantage to accomplish big tasks on time and within budget

ALERT
PERSONALITY

+

PRESTIGE
PERSONALITY

Partnering with Prestige personalities will accelerate your performance. Together you'll deliver faster results

ALERT
PERSONALITY

+

TRUST
PERSONALITY

You share a preference for tried-and-true with Trust personalities. Be sure to tweak processes to achieve even better results

ALERT
PERSONALITY

+

MYSTIQUE
PERSONALITY

It's an easy fit for you to work with Mystique personalities, because you both make pragmatic decisions

ALERT
PERSONALITY

+

ALERT
PERSONALITY

While it seems easy to run projects with other Alert types, don't forget to watch for opportunities as well as risks

KNOW YOUR TEAM'S ADVANTAGES AND HOW TO TELL WHEN THEY'RE UNBALANCED

WITH A HIGH CONCENTRATION OF	HOW YOU SUCCEED	HOW YOU FAIL
INNOVATION	A group will be most likely to succeed when tasked with developing groundbreaking solutions.	Unlikely to complete projects
PASSION	A group will be most likely to succeed in building relationships, empathizing with others, and encouraging the team.	Unstable or moody
POWER	A group will be most likely to succeed when given a shared goal with plenty of room.	Overly intense
PRESTIGE	A group will be most likely to succeed when given clear expectations and ambitious standards (such as exceeding a sales quota).	Overly-competitive
TRUST	A group will be most likely to succeed by consistently and gradually building results over time.	Dull, out-of-date
MYSTIQUE	A group will be most likely to succeed when "cracking the code" on complex, technical projects.	Disconnected from others
ALERT	A group will be most likely to succeed through careful, practical execution that doesn't get off track.	Compulsive, micromanaging

Just as a group can succeed in predictable ways according to Advantages, there can also be disadvantages. When the members of a group share a very high concentration of similar traits, problems can arise. With too much Trust, the group can get stuck in ruts. Too much Power can make your group so focused on goals that nobody is actually executing.

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For information, visit HowToFascinate.com or contact Hello@HowToFascinate.com.

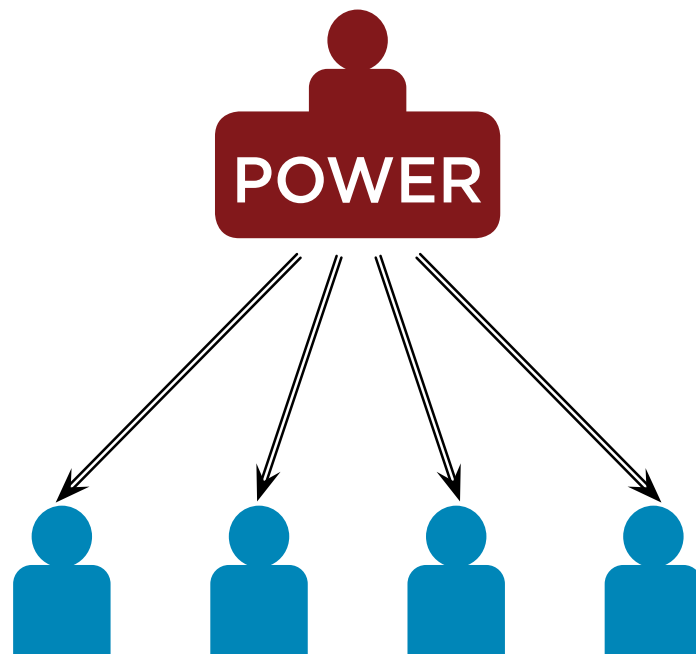


HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

POWER

HOW TO IMMEDIATELY COMMAND ATTENTION, CONTROL
YOUR MARKET, AND BE THE ULTIMATE AUTHORITY

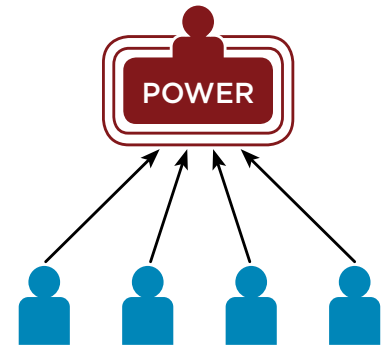
fascination



SALLY HOGSHEAD

YES, YOU CAN BE MORE POWERFUL, RIGHT NOW.

- Powerful people have a strong point of view. If you want to increase your use of the Power advantage, you must establish a reputation as a confident, knowledgeable expert with the experience to guide others.
- **If you want to be powerful, you must be prepared to lead.** What will you say to inspire this leadership? What do you confidently know is true, based on your unique knowledge and experience?



In many situations, if you want to gain influence, you must become more powerful.

As leaders, these personalities are often looked to for answers and assistance, which usually provides them the opportunity to guide co-workers and customers.



- **If you want to be powerful, you must be ready to make decisions.** How do you make your most powerful decisions? What are those decisions based upon?
- **What if Power is not one of your main advantages?** Can you grow your strength and influence? Yes, absolutely—if you create messages that gain control of your environment. This is easier than it seems. You will start by subtly applying your opinions of authority.

YOUR OPINIONS OF AUTHORITY

You already have opinions. But you probably aren't articulating them to build your influence with the Power advantage. Now we're going to find the opinions that you can stand behind confidently, and emphatically, to increase the perceived difference between you and others.

Your opinions of authority shouldn't be obvious; in fact, the more counterintuitive, the better. What do you believe with such conviction that you can authentically advise your customer with full confidence?

The goal here is to stand apart—**and above**—your competition. And this starts by taking a stand.

You don't stand apart from your competition if you won't first **take a stand**.

*An “**opinion of authority**” is a strongly worded viewpoint. It is not a statement of fact, but rather, a firm belief that reflects your expertise. It must be rooted in your area of experience, and reflect a personal sentiment. It can also be contrarian, or counterintuitive. Remember, the Power advantage isn't always about building consensus, but about increasing your personal influence.*



EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

Start thinking about your opinions... your most opinionated opinions.

Let's begin by jotting a list of your own personal opinions. You know you have them... and now it's time to clarify precisely what they are. (Look, don't be shy. Write them down. It's just us here.) Give yourself permission to exert your beliefs.



Opinion Set #1: THE STATE OF YOUR INDUSTRY.

A new employee asks you to lunch, to learn from you. They have less experience than you, and they want to understand the potential pitfalls of your industry. What warnings would you give about the way that business is usually handled in your industry?

For Instance:

The biggest problem in the industry right now is:

And, the way I would fix this problem is:

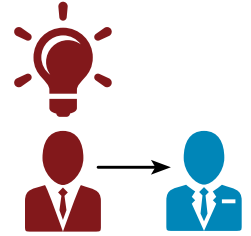
Things used to be better when we used to:

The best improvement we could possibly make as an industry would be to do this:

EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

Opinion Set #2: ADVICE TO CUSTOMERS.

Let's say a long-time customer calls for your advice on a make-it-or-break-it opportunity. They only have a few minutes to make a decision. What advice might you give? Fill in the following blanks. And remember, you're giving opinions, not facts. Let 'er rip.



Whatever you do, avoid doing this:

If you only have 1 dollar to spend, spend it on:

Opinion Set #3: HOW YOUR PERSONAL OPINIONS IMPROVE YOUR RESULTS.

Imagine that you're in a meeting with a potential client. It's going well, and they're responding positively. The client wants to understand how working with you will be different than working with the other people they could potentially do business with. Let's find out what you'll tell them.



First, think about how you work: How you prioritize your time. Why you're better at some things than others. What you've learned along the way, to get better results.

I work differently than other people, because I make a point to prioritize this one thing:

EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

Most people do my job a certain way. But I've found one area in which I can do it differently, and better. Here's what I do:

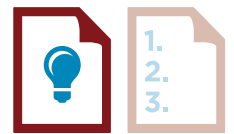


If I could change one little detail about how my role is usually handled, it would be this:

There. You Did It. Good.

Now let's see how you can take a stronger stand, in order to elevate your perception as a confident expert who is knowledgeable and experienced.

1. Take a look at this list you've made.
2. Pick the ones about which you feel most strongly.
3. Push your wording to be even more emphatic and definitive.



For instance, on the exercise above, let's say you wrote the following: "If I could change one little detail about how my role is usually handled, it would be: to give more ongoing sales training to new employees." That sounds like a good point, so let's turn that into an Opinion of Authority. Take that opinion, and push it further.

Rephrase that same point, with more emphasis:

"In our sales, ongoing training is critical for success."

EXERCISE: BUILDING YOUR OPINIONS OF AUTHORITY

Take that same idea, and push it another step:

“Without ongoing training, new employees can’t reach their potential.”



What if you took it a step further, and really took a stand? Here’s how that might look:

“Improve or fail.”

That might be too far for you. That’s fine. Find your comfort level. Applying the Power advantage isn’t about dominating—it’s about using your natural strengths to lead and inspire action.

NEXT STEPS FOR YOUR OPINIONS OF AUTHORITY

What if you made a piece of marketing about your opinions of authority? Like a short YouTube video, or blog post about your opinion?



What if you put one succinct observation on the back of your business cards—perhaps you collect a dozen observations, with one on the back of each card?

That would be worth talking about.

Having an opinion of authority differentiates you from your competition. Push yourself far enough when thinking about what your opinion of authority is, and you’ll finally stop trying to just be better than your competitors.

Recently, I wrote a blog post about this topic and explained that [being better is temporary](#); flimsy even. Striving to be better keeps you chained to the same way of working and living as your competition— and that’s no way to live.

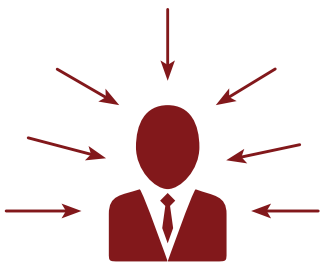
THE 5 SECRET VERBS OF SELLING

Powerful people inspire action. They don't just get attention— they drive behavior. They incite action.

What action are you trying to get people to take, exactly?

If people don't change their actions as a result of your message, that message failed.

To create messages that change behavior, identify exactly what action you want people to take. Rather than just making an announcement (“Now with 2 locations to serve you” or “20% off!!!”), start thinking of messages in terms of how they will:



1. **ATTRACT** customers
2. **PROVE** why you are the best choice
3. **INCREASE** urgency for an immediate sale
4. **CONVINCE** new prospects to switch to your product
5. **RECOMMIT** them to being loyal (when they might otherwise move to a competitor)

Action is the only way to come from a place of strength. Having a meeting about a breakthrough client plan, or emailing about doing a terrific management retreat, or promising yourself to start a low-carb diet against Ding Dongs — it all means nothing if the idea never comes alive. Spend less energy talking about what could or should get done, and more on getting it done.

THE 5 SECRET VERBS OF SELLING

A brilliant product— or for that matter, a genius executive — can't succeed unless it inspires action. Are you thinking in terms of passive (mediocre) results? Or active steps to create changes that drive your bottom line?

3 POWERFUL HOT BUTTONS

Just as you can make yourself more influential with the Power advantage, you can also create more persuasive messages with it. Apply the Power to your marketing and sales with “hot buttons” to fascinate customers.

Every one of your messages should play into one of these 5 verbs. You should constantly be aiming to do one of each of these.

- * Attract
- * Prove
- * Increase
- * Convince
- * Recommit

“Hot buttons” are intensely-charged issues that tap directly into a customer’s decision to buy.

Different customers have different hot buttons. Your job is to identify which hot button will most influence a given purchase, and then adapt to it.

Three potential hot buttons:

Fears:

What is your customer concerned could go wrong, and how can you prevent or solve this? (FedEx uses this hot button, charging a premium for “fear relief.”)



3 POWERFUL HOT BUTTONS

Needs:

Identify what's missing or unsolved for your customer, on a practical level. Do they have a rational need (such as the need to spend less)? Or, an emotional need (such as feeling validated by a well-known brand name)? Find ways in which your business fulfills what's missing.



Hopes:

Deep down, your customer holds certain aspirations (even if they won't admit it). They might want to feel smarter, more relaxed, or even get promoted as a result of buying your product. While it's easy to identify your customers' rational needs, it takes some savvy to demonstrate you understand what they aspire to become.

By being the best you— by defining and stating your opinion of authority, and using action words, and understanding the secret buttons of selling— you can win. You can harness advantages within yourself, isolate and articulate them, and then amplify and express them in a way that fascinates the people in your world.

Power personalities are natural leaders who are driven to identify goals and attain them. Notoriously high achievers, they are self-assured individuals, who earn the respect of their co-workers, customers, family and peers.

All this isn't easy. Your Fascination Advantage works because you make it work. And that takes work.

HOW TO USE AND SELL THE FASCINATION ADVANTAGE[®] SYSTEM

PRODUCT INFORMATION AND POSITIONING

THE FASCINATION ADVANTAGE® SYSTEM

MARKETING HIERARCHY

Primary points to communicate when selling Fascination Advantage products:

- Every time you communicate, you face 3 threats:
 - Competition, distraction, and commoditization
 - Your Advantages help you combat each threat so your message is heard
- This system will help you stand out in a crowded and competitive marketplace
- 9-second attention span means you have to front-load your value
- Different is better than better

Secondary points to communicate:

- This system will give you the words you need to make a brilliant first impression
- Using your Advantages allows you to charge more for your products and services
- Exercising your Advantages will help you become more valuable to those around you

INDIVIDUAL AND SMALL GROUP SOLUTIONS

FASCINATION ADVANTAGE® EXPRESS REPORT

The Fascination Advantage assessment is the entry point for all clients. The express version uses the original 28-question assessment, but limits the user's report to 6 pages. Note that the express report cannot be downloaded or printed.

PRODUCT POSITIONING

- Only personality assessment to measure *how the world sees you*
- Based on branding, not psychology
- Quick look at what makes you most valuable

Users with the express report are prompted to upgrade to the full version. There are automated pop-ups every 3 minutes while the user is logged into their Fascinate account, and there is a 3-email sequence that is sent to the user after they take the assessment.

PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/fascination-advantage-express-assessment-report/>

SALES PAGE FOR UPGRADE TO FULL REPORT:

<http://howtheworldseesyou.com/fau/>

FASCINATION ADVANTAGE® ASSESSMENT + REPORT

The Fascination Advantage assessment is the entry point for all clients. The full version comes with a 16-page report identifying the user's Fascination Advantage profile. This report may be saved as a PDF or printed.

PRODUCT POSITIONING

- Only personality assessment to measure *how the world sees you*
- Based on branding, not psychology
- Identifies your natural advantages and gives you the words to describe your value
- Complete personality profile provides an in depth look into your personality

PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/fascination-advantage-report/>

SALES PAGE:

<http://howtheworldseesyou.com/fascination-advantage-assessment/>

ONE-HOUR PERSONAL BRAND™ KIT

The One-Hour Personal Brand kit is an accelerated version of the original Fascination Anthem™ Builder. It provides a quick introduction to the Anthem method and philosophy, but it does not include advanced concepts such as Wellspring / Quicksand.

THE KIT INCLUDES:

- 1 FREE Fascination Advantage Assessment with Express Report
- 30-minute video lesson from Sally Hogshead
- Interactive workbook companion

PRODUCT POSITIONING:

- Hands-down fastest, easiest way to create an Anthem
- Perfect for grads, students and job seekers
- It's not gourmet, it's more like drive through

SALES PAGE:

<http://onehourpersonalbrand.com/>

ULTIMATE PERSONAL BRAND™ PLAYBOOK

(Formerly known as the Fascination Anthem™ Builder)

The Ultimate Personal Brand™ playbook contains five modules, dispersed over five weeks. This product is an expanded version of the One-Hour Personal Brand kit. It covers all concepts relating to the Anthem.

THE 5-WEEK COURSE INCLUDES:

- Access to one new module each week for five weeks
- Five modules containing video, audio, and workbook content
- Scripts and templates to apply your Anthem

PRODUCT POSITIONING:

- Most comprehensive toolkit for creating and applying an Anthem
- Perfect for coaching clients--provides five weeks of learning and activities
- Perfect for all learning styles because it includes audio, video, and written lessons

PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/ultimate-personal-brand-playbook/>

SALES PAGE:

<http://www.howtofascinate.com/products-and-pricing/ultimate-personal-brand-playbook/>

COMPLETE FASCINATION BUSINESS SYSTEM

The Complete Fascination Business System is an advanced application manual for businesses of any size. It contains both Your High-Performing Team and Your High-Performing Brand.

PRODUCT INCLUDES:

- 20 Fascination Advantage assessments (with full report)
- Five learning and application modules
- Video, audio, and workbook content
- Checklists, critical thinking exercises, practical suggestions

PRODUCT POSITIONING:

- Perfect for business owners and entrepreneurs
- Only system that can help you develop your business using the science of fascination
- Can be downloaded and stored for continual reference
- Teaches you how to lead and manage teams more effectively
- Helps you close more deals more often with clients who are willing to pay a premium

PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/the-complete-fascinate-system-for-business/>

YOUR HIGH-PERFORMING TEAM

Your High-Performing Team is one part of the Complete Fascination Business System.

PRODUCT INCLUDES:

- 20 Fascination Advantage assessments (with full report)
- Three learning and application modules
- Video, audio, and workbook content
- Checklists, critical thinking exercises, practical suggestions

PRODUCT POSITIONING:

- Perfect for business owners or leaders / managers
- Only system that can help you develop your team using the science of fascination
- Can be downloaded and stored for continual reference
- Teaches you how to lead and manage teams more effectively

PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/fascinate-for-teams/>

FASCINATION ACADEMY™ VIRTUAL TRAINING

Fascination Academy is a virtual training and learning management solution. It covers background on the Fascination Advantage system and walks the user through the steps to create an Anthem. Access to the training is paid for on a subscription basis.

ACCOUNT INCLUDES:

- 1 Fascination Advantage assessment (with full report)
- Customized training videos based on your Fascination Advantage results
- Interactive video content and quizzes
- Revolving library of bonus resources

PRODUCT POSITIONING:

- Ideal for individuals looking for a complete and independent learning solution
- "Virtual training that's as individual as you are"
- Subscription provides fresh content on a regular basis

SALES PAGE:

<http://howtheworldseesyou.com/fascination-academy/>

LARGE GROUP AND CORPORATE SOLUTIONS

ORGANIZATIONAL & PUBLIC TRAINING (LIVE)

Training is delivered to organizations large and small in a live, 2-day format. This training may be condensed to just one day. In order to serve your clients using our live training curriculum, you must purchase a Fascination training license.

STANDARD TRAINING LICENSE INCLUDES:

- 1 Facilitator's Guide
- License to train on the Fascination Advantage® system for 1 year

MATERIALS NOT INCLUDED IN LICENSE FEE:

- Participant workbooks

PRODUCT POSITIONING:

- May be used with groups as small as 10 and as large as 100
- Choose a learning objective: Sales/Customer Service or Leadership/Team Building
- Engaging, interactive curriculum

FASCINATION ACADEMY™ VIRTUAL TRAINING

Fascination Academy is a virtual training and learning management solution. It covers background on the Fascination Advantage system and walks the user through the steps to create an Anthem. Access to the training is paid for on a subscription basis.

ACCOUNT INCLUDES:

- 1 Fascination Advantage assessment (with full report)
- Customized training videos based on your Fascination Advantage results
- Interactive video content and quizzes
- Revolving library of bonus resources

PRODUCT POSITIONING:

- Ideal for organizations seeking a highly-manageable employee development program
- Employees will be more engaged and understanding of each others' differences
- Subscription provides fresh learning and application content on a regular basis

PRODUCT PAGE:

<http://howtheworldseesyou.com/fa/>

BEST TEAM EVER KIT

The Best Team Ever kit is a collection of activities, discussion topics, and cheat sheets for teams. The resources included in this kit are ideal for team building.

THE KIT INCLUDES:

- Team discussion guide
- Group activities for teams
- Languages of Fascination chart
- "How Advantages Work Together" & "How to Read People" cheat sheet
- Presentation slides

PRODUCT POSITIONING:

- Great for teams of 30 or less
- Gives employees insight into their differences and encourages cooperation
- Helps reduce and prevent team conflict
- Can be used over and over again

SALES PAGE:

<http://howtheworldseesyou.com/best-team-ever/>

YOUR TEAM ADVANTAGE

Your Team Advantage is a collection of custom data and analytics on an organization or group. The data is represented through info graphics, and then delivered as a PDF file.

PRODUCT INCLUDES:

- Custom analytics and info graphics based on your group's data
- Heat map showing distribution of Fascination Archetypes within your group

NOT INCLUDED:

- Fascination Advantage assessments

PRODUCT POSITIONING:

- Great for groups 20 or more
- Perfect complement to a team building session or Fascinate training

PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/your-team-advantage/>

QUICK REFERENCE SHEET

FOR FASCINATE CERTIFIED ADVISORS

LOGGING INTO MY FASCINATE ACCOUNT

1. Go to: HowToFascinate.com
2. Click the blue “Login” button in the top right corner of the page
3. Log in using the email address and password you entered when you took the assessment

LOGGING INTO MY REFERRAL PARTNER CENTER

1. Go to: AffiliateLogin.HowToFascinate.com
2. Log in using the Affiliate username and password you created

PURCHASING PRODUCTS

1. Go to: HowToFascinate.com
2. Click “Products and Pricing” on the home page
3. Add your products to the cart
4. Use your discount code (“Promo Code”) during check out
Your discount codes are located in the Wholesale Price List, inside your Referral Partner Center

SHARING ASSESSMENTS

1. Log in to your Fascinate Account
 2. Click “Send Test” on the left side menu
 3. Copy the link that corresponds to the type of assessment you want to send (full or express)
 4. Send the link via email or message to your intended recipient*
- *IMPORTANT: These “invitation links” can be used by anyone. Tell your recipients not to share the link.

TECHNICAL SUPPORT & CUSTOMER SERVICE

Questions about your account?
Need help finding resources?

Send questions to our Advisor Support Team at Hello@HowToFascinate.com or call our office Monday through Friday, 9am – 6pm Eastern Time: (407) 519-1071.

MEET TEAM FASCINATE

Go to: www.HowToFascinate.com/about-us

How To Fascinate – 1522 E Robinson Street, Orlando, FL 32803 – (407) 519-1071
Send questions to: Hello@HowToFascinate.com or call: (407) 519-1071 M-F 9am-6pm ET

FIGURES OF INTEREST

COMMISSION INFORMATION FOR CERTIFIED ADVISORS

MY COMMISSION RATE: 40%

COMMISSIONABLE PRODUCTS

1. Fascination Advantage® Assessment + Report
2. Upgrade from Express Report to Full Report
3. One-Hour Personal Brand™ Kit
4. Ultimate Personal Brand™ Playbook
5. Fascination Connection Membership
6. Your High-Performing Team
7. Complete Fascination Business System

HOW MUCH WOULD I MAKE IF I SOLD...

- 12 Fascination Advantage® Assessments @ \$37 each → \$177.60
- 6 Months Connection Membership @ \$97 each → \$232.80
- 1 Fascination Business System @ \$1497 → \$598.80

SAMPLE SALES PLAN*

Client Name	Employees	FAA + OHPB**	Sales	40% Comm.	MY COMMISSION
Sample Client A	10	x \$219	\$2,190.00	x 0.40	\$876.00
Sample Client B	20	x \$219	\$4,380.00	x 0.40	\$1,752.00
Sample Client C	30	x \$219	\$6,570.00	x 0.40	\$2,628.00
Sample Client D	40	x \$219	\$8,760.00	x 0.40	\$3,504.00
Sample Client E	50	x \$219	\$10,950.00	x 0.40	\$4,380.00
TOTAL					\$13,140.00

* All prices are listed in USD and are subject to change

** Special Package Price: Fascination Advantage® Assessment + Report & Ultimate Personal Brand™ Playbook

Send questions to: Hello@HowToFascinate.com or call: (407) 519-1071 M-F 9am-6pm ET

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