



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FASCINATION ANTHEM BUILDER 2.0 WEEK 1

DISCOVER YOUR MOST VALUABLE DIFFERENCES



ANTHEM 2.0 BETA



PART OF THE **FASCINATION ADVANTAGE SYSTEM**

WEEK 1: DISCOVER YOUR MOST VALUABLE DIFFERENCES

You're here! We're going to be creating your own Anthem, so you'll have a tagline for your personality.

By the end of this short program, you'll be able to summarize how you add value in less than 9 seconds. You'll be able to walk into a meeting or start a conversation with a prospective client, and feel more confident and relaxed because you'll know how your personality is most likely to impress and influence that person on the other side of the table.



“It all begins with understanding how the world sees you, at your best.”

Ready? Let's go.

FASCINATION IS AN INTENSE FOCUS.

When you fascinate someone, they're focused on you, and your message. Your personality has certain fascinating qualities, and once you understand them, you become more interesting and more valuable to others.

In this program, I'm going to show you how the world sees you at your best, so you can describe yourself in just two or three words.

My team and I have spent a year testing and refining this process so that you can make it really easy for the people around you to recognize how you are different, and what you do best.

We'll identify and articulate your most valuable traits, so you can be rewarded for what you're **ALREADY** doing right. You can concentrate on the areas that come naturally to you.

THE THREE THREATS

You might be thinking to yourself, “Why can’t I just communicate the same way as I always have? Do I really need to know how the world sees me?” The reality is that every time you communicate you face three nasty, hairy threats:

Distraction

\dis'trakSHən\

noun

The threat of divided attention. Today, shortened attention spans make it increasingly difficult to capture and retain the attention of your listener.

Competition

\kämpə'tiSHən\

noun

The threat of losing in a crowded environment in which others are competing for the same resources, recognition, or rewards.

Commoditization

\kə-,mä-də-tə-'zā-shən\

noun

The threat of becoming so similar to your competition that you are no longer distinct. Once commoditized, you're in a vulnerable position, because you'll probably have to compete on the basis of price.

These threats make it really tough for you to fascinate your listener and influence decisions. If people are distracted when you communicate, they're very unlikely to take action on what you say.

I'm going to give you a tool to triumph over the three threats in one simple way: *by adding distinct value.*

HOW TO ADD DISTINCT VALUE

You may not realize it, but your personality is already adding distinct value. There are probably many ways in which you are good in your work, but there's at least one way in which you are truly exceptional. This points to your natural advantages. These advantages help you become intensely valuable in the right context.

In a distracted and competitive world, people need shortcuts. There's a way in which your personality is most likely to add distinct value. This week, we're going to explore some exercises that will help you on the road to discovering your highest value.

ANTHEM 2.0 BETA WEEK 1

IDENTIFYING YOUR WELLSPRING AND QUICKSAND

Before you can craft an Anthem that is truly valuable, you first have to discover what tasks fill you with energy and what tasks require the most effort for you to complete.

During the next week, think carefully about which tasks fit into these two categories, and write them down in the appropriate box.

WELLSPRING (ENERGIZING)

List tasks here that make you feel more focused and in the flow. When you're completing these tasks, you're productive, energized and challenged.

QUICKSAND (DRAINING)

List tasks here that are extremely effortful for you to complete. They leave you bored, exhausted and distracted. You'd rather be doing something else.



HOWTOFASCINATE
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FASCINATION ANTHEM BUILDER 2.0 WEEK 2

UNDERSTANDING YOUR FASCINATION ADVANTAGE[®] REPORT

ANTHEM 2.0 BETA



PART OF THE FASCINATION ADVANTAGE[®] SYSTEM

WEEK 2: YOUR PRIMARY AND SECONDARY ADVANTAGE

Fascination is an intense focus. When you fascinate your clients or co-workers, they're focused on you, and your message.

You already have certain naturally fascinating qualities. These qualities positively shape how the world sees you. These are your Advantages. When you apply your Advantages, you'll grow your business, and communicate more effectively with everyone in your life.

INNOVATION	IS THE LANGUAGE OF CREATIVITY
PASSION	IS THE LANGUAGE OF RELATIONSHIP
POWER	IS THE LANGUAGE OF CONFIDENCE
PRESTIGE	IS THE LANGUAGE OF EXCELLENCE
TRUST	IS THE LANGUAGE OF STABILITY
MYSTIQUE	IS THE LANGUAGE OF LISTENING
ALERT	IS THE LANGUAGE OF DETAILS

You're already using at least TWO of these Advantages when you communicate:

There are seven different types of Advantages, we call them the Fascination Advantages.

Your primary Advantage, and your secondary Advantage.

PRIMARY ADVANTAGE	SECONDARY ADVANTAGE
Your primary Advantage is your #1 most effective mode of communication. It's how you are most likely to add value in work and in life.	Your secondary Advantage describes how you use your primary Advantage. Like your primary Advantage, it doesn't cost you a lot of effort or energy to use your secondary. You can almost think about this like a language that you already know how to speak.

*Take a look at page 9 of your *Fascination Advantage* Report to read more about your primary Advantage

*Take a look at page 10 of your *Fascination Advantage* Report to read more about your secondary Advantage

Once you know your primary and secondary, it helps explain why you tend to succeed in certain types of situations. In other situations however, you're at a disadvantage. You'll become frustrated and demoralized.

No matter which Advantages you naturally apply, your goal is the same...

FOCUS ON YOUR ADVANTAGES, AND AVOID YOUR PITFALLS, IN ORDER TO FASCINATE YOUR LISTENER.

Now take a look at your own primary and secondary Advantages on page 9 and 10 of your *Fascination Advantage* Report. Read through the “**Personality Descriptors**” section carefully.

Are you tapping into your unique Advantage while communicating at work?

Are you starting to see how your primary and secondary Advantages correlate to your Wellspring activities from Module 1?

TAKE ACTION TODAY

Here are some ways you can start applying your top Advantages this week:

ACTION TIP #1

Start a new project by letting your team know how you'll contribute by tapping into the traits from the “**Personality Descriptors**” section.

ACTION TIP #2

Include the “**Who You Are**” adjectives in your email signature, or your social media profiles. You can refine this later into your Anthem.

ACTION TIP #3

Settle a disagreement by telling the other person “**How You Add Value.**” Let them know how you communicate and talk about why it's different from how they add value.

* Refer to your *Fascination Advantage* Report for the actionable tips above

YOUR DORMANT ADVANTAGE

Your primary and secondary are your top two scores, and these give you an Advantage over others. On the other hand, your dormant Advantage is almost like a disadvantage.

DORMANT ADVANTAGE

*Take a look at page 11 of your *Fascination Advantage* Report to read more about your dormant Advantage

This is the mode of communication that is most exhausting and stressful for you.

Once you know your personality's dormant Advantage, you'll understand why certain tasks feel like struggling through Quicksand, and how to avoid spending your energy on those traps.

Review this page carefully and compare it to your Quicksand activities from Module 1. Are you starting to see why your dormant Advantage can be so draining to use?

When working with a team (or even with family), remember that people are less likely to succeed if they have to tap into their dormant Advantage.

Here are some examples of how each Advantage can feel like Quicksand:

IF YOU HAVE...	YOU PROBABLY FEEL UNCOMFORTABLE...
DORMANT INNOVATION	Participating in brainstorming sessions
DORMANT PASSION	Connecting one-on-one with customers or clients
DORMANT POWER	Managing projects or leading meetings
DORMANT PRESTIGE	Competing for the spotlight through excellence
DORMANT TRUST	Following the same procedure every day, with no freedom to try new methods
DORMANT MYSTIQUE	Working in an isolated and quiet environment
DORMANT ALERT	Meeting deadlines and fulfilling regularly scheduled deliverables

GET TO KNOW YOUR ARCHETYPE

In your Archetype video, I'll show you how the world sees you at your best, and give you one minute coaching to improve your results.

Watch your Archetype video carefully. Next, discuss the video with a few of your closest friends or coworkers.

Don't know where to find your Archetype video?

- Go to HowToFascinate.com
- Login with the email and password you used to take the *Fascination Advantage* Assessment
- Scroll down to see Sally explain your Archetype in your Archetype video.

Now ask yourself:

Do you identify with the video completely with a "Yes! That's me!"

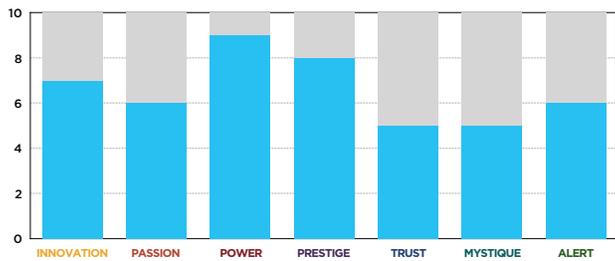
- or -

Do you feel like "That sounds somewhat like me, but there's a few things that aren't quite right."

What does this mean? This question comes down to your analytics, which we'll cover in the next few pages.

Every personality is special and unique. Likewise, every person who shares the same Archetype with another person is also unique. **Your Archetype is comprised of your top two Advantages, but you still use all seven.**

Here's an example:



KATE IS A MAESTRO

Kate's top two Advantages are Power + Prestige. Kate's third highest Advantage is Innovation. Kate leads her team with confidence and high standards, but she also likes to try new ideas on a regular basis. If Kate doesn't think a product is selling well, she'll work with the marketing team to start from scratch on how to sell it. She commands the team with ease and expects them to deliver to her standards.



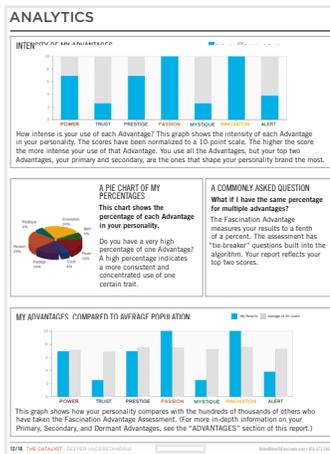
JIM IS ALSO A MAESTRO

Jim's top two Advantages are Power + Prestige. Jim's third highest Advantage is Trust. Like Kate, he leads with confidence and high standards. Unlike Kate, he sticks with tried and true methods. If Jim's product isn't selling, he meets with the marketing team on a regular basis to go over what worked best in the past. If something isn't quite right, he wants to find another model that's worked for similar companies before changing course.

Both are Maestros. Both are totally unique.

THE INTENSITY OF YOUR ADVANTAGES

Now it's time to look at your scores for each Advantage. Turn to page 12 of your *Fascination Advantage Report*.



You'll see a bar chart of all 7 Advantages, and how you use each one in your communication.

We realize these results might seem be a little confusing at first, so let's break it down.

This graph shows the intensity of each Advantage in your personality. The scores have been normalized to a 10-point scale. The higher the score, the more intense your use of that Advantage. You use all the Advantages, but your top two

Advantages, your primary and secondary Advantages, are the ones that shape your personality brand the most.

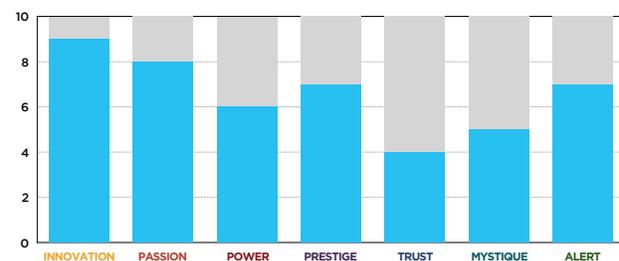
You use every Advantage in your communication, even your dormant Advantage (although this one is far more effortful to use than the others). This fact is why every person who shares an Archetype can be different from each other.

HERE'S AN EXAMPLE



SALLY IS A CATALYST

Sally Hogshead is a Catalyst. Her lowest scores are Alert, Mystique and Trust. Because of this, Sally employs individuals with a high amount of Alert, so they can manage the details that Sally isn't naturally suited to deliver. This allows her to focus on big picture ideas.



KARA IS ALSO A CATALYST

Our team's business development manager Kara, is also a Catalyst, however she scores much higher in Alert and enjoys accounting and number crunching.

Two Catalysts. Two different personality compositions.

Every break down is different, but here are some scenarios to keep in mind when looking at your own results:

IF YOU HAVE...

YOU PROBABLY...

	<p>A very even distribution of Advantages</p>	<p>Have a very well rounded range of Advantages at your disposal. You will still get the best results by focusing on your top two, but you can mix the others in with ease.</p>
	<p>Several that are very high and several very low</p>	<p>Have a very easy time communicating with your top Advantages. When people come to you, they know exactly what to expect. You might be less successful by tapping into your lower Advantages, but you can still do so when needed.</p>

Now that you've analyzed your breakdown more carefully, talk with the same few people from before about your Archetype video. Discuss how well the video fits your personality, and how your unique combination could be affecting your perception of the video. If you disagree with any of the points, compare them to your results to see if you score high in that Advantage.

Here they are again for your reference:

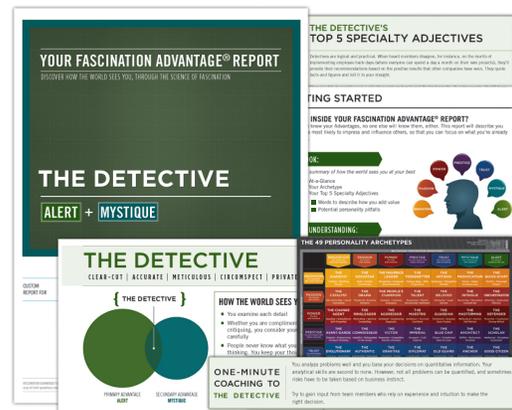
<p>INNOVATION</p>	<p>New ideas and solutions</p>
<p>PASSION</p>	<p>Creating warm emotional connections</p>
<p>POWER</p>	<p>Leading through authority</p>
<p>PRESTIGE</p>	<p>Achieving success with higher standards</p>
<p>TRUST</p>	<p>Building loyalty over time</p>
<p>MYSTIQUE</p>	<p>Thinking before speaking</p>
<p>ALERT</p>	<p>Careful precision</p>

YOUR SPECIALTY ADJECTIVES

Now that you've taken the time to get to know your results, it's time to start planning out your Anthem.

Turn to page 6 of your report to view your specialty Adjectives.

These are the top 5 adjectives that describe how your personality adds distinct value.



WEEK 2

Look back at your Wellspring/Quicksand worksheet from Week 1. Compare the items you listed with your specialty adjectives. Choose an adjective from your 5 for each task you wrote down. Which adjectives correlate closest with the tasks that fill you with energy?

Write the Adjectives here:

1. _____
2. _____
3. _____



Example: If a Detective (Alert + Mystique) wrote down the task “Organizing systems to run more efficiently” on their Wellspring/Quicksand worksheet, they might choose the adjective “accurate.”

Once you've chosen an adjective for each task, you should start to see which ones you use most often. These adjectives will be good contenders to use when creating your Anthem in Module 3. But remember, you don't have to just choose from these 5. We'll discuss in the next module where you can pull adjectives.

Until you receive Module 3, keep thinking about your specialty adjectives. Which ones sound most like you?

List the three adjectives that resonate with you most:

- Adjective 1: _____
- Adjective 2: _____
- Adjective 3: _____

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UNDERSTANDING YOUR FASCINATION ADVANTAGE

YOU WILL NEED:

- Wellspring / Quicksand Worksheet from Week 1
- PDF of your Fascination Advantage® Report

WELLSPRING

PRIMARY ADVANTAGE

01

Go to page 9 of your Fascination Advantage® Report. Compare the section titled, “How You Add Value” to your Wellspring worksheet.

WELLSPRING

SECONDARY ADVANTAGE

02

Go to page 10 of your Fascination Advantage® Report. Compare the section titled, “How You Add Value” to your Wellspring worksheet.

QUICKSAND

DORMANT ADVANTAGE

Go to page 11 of your Fascination Advantage® report. Compare the section titled, “Why [Dormant Advantage] Feels Like Quicksand” to your Quicksand worksheet.



HOWTOFASCINATE
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FASCINATION ANTHEM BUILDER 2.0 WEEK 3

WHY YOU MUST HAVE AN ANTHEM



ANTHEM 2.0 BETA



PART OF THE **FASCINATION ADVANTAGE®** SYSTEM

WHY YOU MUST HAVE AN ANTHEM

Ever struggle to find the right words to describe yourself?

For instance, have you sat down to write a bio, or apply for a job or school, or fill out a social media profile . . . and then felt uncertain about exactly what to say? You might start to go around and around in circles (typing, deleting, typing, deleting). You might start to question the whole thing.

Once you create your Anthem, you'll have a strong and persuasive phrase to confidently describe how you are most likely to add value. This short phrase goes a long way toward a positive impression. When you know exactly how your personality is most likely to add value, you can make it extremely easy for other people to grasp what you bring to the table.

In this training, you will create your very own Anthem. You'll find out how to apply this Anthem to all communication – from sales calls, to team building.

WEEK 3

“AN ANTHEM IS SIMPLE TO REMEMBER, EASY TO COMMUNICATE, AND INCREDIBLY USEFUL TO APPLY.”

You can use your Anthem to describe yourself in a snapshot, such as a resume or LinkedIn bio. Yet your Anthem is more than just a tagline to promote yourself. You can orient your whole career around it, because it points to your personality's strongest area of performance. It's your core specialty.

How you are different (adjective) + **What you do best** (noun) = **Your Anthem**

You don't have to invent any words for this. Your *Fascination Advantage* report will guide you to your perfect words. Then, you choose from a list of nouns selecting one that identifies what you do best. The results are lasting, but the exercise itself is simple, high-energy, and motivating.

BUILD YOUR ANTHEM

Now that you know why you need an Anthem, here's a quick look at how this process will work:

First, we identify how you are different. Next, we pinpoint what you do best. The process is very simple, and we've already done most of the work for you. You'll pair an adjective with a noun, giving you a short description of yourself.

You don't have to invent any words for this. Your Fascination Advantage report will automatically include the top adjectives that tell us what makes you different. Then, you'll choose from a list of nouns - selecting one that identifies what you do best.

Together these words will create your Anthem. Once you have the right Anthem for you, you can center all communication on it to immediately add value in every interaction.

Here are just a few examples of how you can use your new Anthem:

Start meetings by introducing yourself with how you add value	Ex. "Today I'll be outlining my dedicated vision for this month's projects, and how each team member will contribute most effectively."
Update social media to show people why they should work with you	Ex. "You need to work with me because when other companies get stuck, my imaginative problem-solving will grow your revenue by at least 20 percent."
Re-write your business "about page" so potential customers will understand exactly what you offer	Ex. "Is your team constantly fighting (or projects failing before they even get started)? My coaching service relies on discerning teambuilding to help you get to the root of the problem."

You'll select the words that identify you highest distinct value.

1. **THE ADJECTIVE:** How you are different
2. **THE NOUN:** What you do best

Before we get started, here's what you'll need:

- ▶ Worksheets from week 1 and 2
- ▶ Your Fascination Advantage® report
- ▶ Your Fascination Anthem™ worksheet

Here are some examples to help you understand the importance of your choice. Even similar Anthems will add value in very different ways:

HOW YOU ARE DIFFERENT (THE ADJECTIVE):

FINE-TUNED SOLUTIONS

Mary always sets high standards for herself and her team (and products sell because of it). Her she creates **fine-tuned solutions** to the market's problems by looking at what worked in the past and always striving to achieve more. Thorough market research goes into every decision she makes.

INVENTIVE SOLUTIONS

George is valued for his off-the-cuff ideas and bold experimentation. He regularly comes up with **inventive solutions** by holding weekly brainstorming meetings to keep his teammates on their toes. George's company knows that not every idea will work, but if they never try new ideas, they'll never be market leaders.

WHAT YOU DO BEST (THE NOUN):

SUBTLE SYNERGY

Henry makes a great team leader because of his ability to diffuse tension. Whenever a problem starts to arise, his calm nature helps him create a **subtle synergy** that mellows even the most uptight coworker. As a result, Henry's projects are always completed ahead of schedule.

SUBTLE ATTENTION TO DETAIL

Lindsey has the final say before new products release online. Her **subtle attention to detail** catches mistakes her entire team has missed. Because of her dedication to monitoring projects carefully, her company has an excellent reputation for producing quality content. Product callbacks have reduced by over 50 percent since Lindsey joined the team.

STEP 1: PICK YOUR ADJECTIVE (HOW YOU ARE DIFFERENT)

It's time to look back at your specialty adjectives from week 2. Now that you've had some time to think about it, write down the adjectives that resonated with you the most from your *Fascination Advantage* report:

1. _____

2. _____

3. _____

These adjectives are the building blocks of your Anthem. By the end of this you'll pick the one that truly shows your value.

Not quite sure your specialty adjectives are the perfect fit? Don't worry! Check out all the places you can pull from on your *Fascination Anthem* Worksheet.

HOW TO CREATE YOUR ANTHEM

Your Anthem is a very short phrase, usually just two words long. It describes *how you are different*, and *what you do best*. This is the fastest and easiest way to describe your distinct value. Think of it like a tagline for your personality.



- FIND AND CIRCLE YOUR **ARCHETYPE**
- THEN, FIND AND CIRCLE YOUR **TWIN**

Notice the six adjectives inside those circles.
Which adjective describes *how you are different*?

STEP 1

PICK ONE ADJECTIVE FROM THE MATRIX
(Your adjective describes how you are different)

STEP 2

PICK ONE NOUN FROM THE NOUN BANK BELOW
(Your noun describes what you do best)

NOUN BANK
 IDEAS INSIGHTS SKILLSET EXPERTISE TEAM-BUILDING MINDSET EXPERIENCE

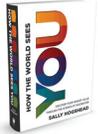
STEP 3

NOW, COMBINE YOUR ADJECTIVE AND NOUN TOGETHER
Finish this sentence: My distinct value is my ability to deliver...

_____ (adjective) _____ (noun)

For Complete Instruction on the Anthem Method,
Please Visit: HowToFascinate.com/Anthem OR
Email Us: Hello@HowToFascinate.com
HowTheWorldSeesYou.com

LEARN MORE IN
How the World Sees You: Discover your highest value through the science of fascination by Sally Hogshead



If you're having trouble picking an adjective, take a look at your wellspring/quicksand worksheet from week 1. Think about which adjective really explains how you add value on a regular basis.

▶ Write the adjective of your choice on your *Fascination Anthem* worksheet.

ANSWER THESE QUESTIONS

WRITE THE ADJECTIVE YOU PICKED IN THE BLANK

▶ “People can always count on me to be” _____

▶ “I can solve certain problems better than anyone else because I am”

▶ “I am better suited to serve my customers because I deliver solutions that are”

Do these statements fit you?

If so, you're ready to move on to step 2. If not, keep working on it.

STEP 2: PICK YOUR NOUN (WHAT YOU DO BEST)

You do many things *well*. But what do you do at your best? When you are making a real difference on an assignment or task, what exactly are you giving to others?

This word is a *noun*, and forms the second half of your Anthem. It describes what you do best.

To get you started, the next page gives you a list of nouns. This will help you envision your value in a more tangible way. Read through the list. Then ask yourself: *Which noun best describes what I do best?*

Write the noun of your choice on your *Fascination Anthem* worksheet.
Once you think you've found the right choice, continue on to step 3.

STEP 3: BRING THE WORDS TOGETHER TO CREATE YOUR ANTHEM

Combine your adjective with your noun, to create a pairing of two words. This is your Anthem: The tagline for your personality.

Your Anthem is the simplest way to describe your distinct value. It's the essence of your communication. You can use this phrase as a guidepost, pointing all of your communication in this direction.

Our goal here is not to just write your Anthem, but to apply it, every day.

If you're still a little unsure, here are some examples:



WHAT DO YOU DO BEST?

NOUN WORKSHEET

- Accuracy
- Attention to Detail
- Attitude
- Awards
- Brainstorming
- Character
- Communication
- Creativity
- Credentials
- Energy
- Experience
- Expertise
- Flexibility
- Follow-Through
- Ideas
- Influence
- Insights
- Mindset
- Network
- Precision
- Problem-Solving
- Relationships
- Reputation
- Results
- Skillset
- Solutions
- Stamina
- Standards
- Team-Building
- Tenacity
- Thought-Leadership
- Vision
- Work Ethic

FINANCE/SALES

- Selling
- Management
- Business
- Negotiations
- Banking
- Profits
- Sales
- Goals
- Leverage
- Investments

NONPROFIT

- Development
- Initiative
- Conservation
- Integration
- Strategies

ADMIN/HR/ TRAINING

- Objectives
- Protection
- Specialist
- Procedure

- Policies
- Relations
- Management
- Programs
- Training
- Collaboration

MARKETING/ DESIGN/ART

- Writing
- Presentations
- Entertainment
- Marketing
- Trends
- Techniques
- Designs
- Communication
- Pizzazz

TECHNICAL

- Solutions
- Programs
- Procedures
- Analysis
- Assistance
- Operations

- Logistics
- Maintenance
- Specifications
- Mechanics
- Engineering
- Synergy

LEADERSHIP

- Management
- Accountability
- Achievements
- Principles
- Leadership
- Coaching
- Framework
- Engagement
- Experience
- Mentoring

OTHER

- Action
- Approach
- Attention
- Awareness
- Certainty

- Community Building
- Connection
- Direction
- Efficiency
- Excitement
- Execution
- Imagination
- Ingenuity
- Initiative
- Inspiration
- Interaction
- Knowledge
- Management
- Network
- Originality
- Participation
- Play
- Precision
- Readiness
- Resourcefulness
- Stimulation
- Structure
- Style
- Understanding

STEP 4: TAKE YOUR ANTHEM FOR A TEST DRIVE

If you're sure you've crafted the best Anthem for you, perfect! If you aren't sure though, we suggest you try your Anthem out for awhile (maybe a few Anthems if you still aren't sure).

Over the next week, keep the “**Test Drive Your Anthem**” worksheet on your desk and fill it in whenever you use your Anthem. By the end of the week you'll start to see if your Anthem is ready to go.

NOW YOU HAVE IT: FILL IN YOUR ANTHEM

Imagine that you take your new Anthem, and describe it like this:

“If you need someone who delivers _____, I can help.”

“Even when things get tough, I promise to give _____.”

“If you're like me, you want someone who can give _____.”

Your Anthem is a promise of what you can be counted on to provide to the others.

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TAKE YOUR ANTHEM FOR A TEST DRIVE

Many people struggle to find the perfect Anthem, right away. If you've been combining words and you're just not sure how to decide on the right fit, try them out! Write your top picks in the chart below.

Review these situations and over the next week, if you use one of the possible Anthems write a little about how you used it in the space below.

POSSIBLE ANTHEM #1 POSSIBLE ANTHEM #2

SITUATION

How did you use your Anthem on a business call?		
How did you use your Anthem to write an important email?		
How did you use your Anthem to lead a meeting?		
How did you use your Anthem to guide your team to a specific action?		
How did you use your Anthem to fix a recurring issue?		
How did you use your Anthem to resolve a conflict?		