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# *The* 9-SECOND ELEVATOR PITCH

BASED ON THE SEVEN TRIGGERS OF FASCINATION  
AND THE FASCINATION ADVANTAGE



SALLY HOGSHEAD

# THE 9-SECOND ELEVATOR PITCH

BASED ON THE FASCINATION ADVANTAGE

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## THE AVERAGE ATTENTION SPAN IS 9 SECONDS.

You have 9 seconds to introduce yourself to your prospective customer or employer. What can you say to show your value? Deliver your 9-Second Elevator Pitch.

STEP  
1

### HAVE YOUR FASCINATION ADVANTAGE REPORT HANDY

Log into your account on [HowToFascinate.com](http://HowToFascinate.com) and get your two main fascination advantages (primary and secondary triggers.)

STEP  
2

### IDENTIFY YOUR PRIMARY AND ALTERNATE PERSONALITY ARCHETYPE

Using your primary and secondary triggers, find your archetype on the attached matrix.

STEP  
3

### IDENTIFY YOUR APPROACH

Everyone's style is different. Let's take this opportunity to see how you click.

STEP  
4

### IDENTIFY YOUR ABILITIES

What, exactly, are you bringing to the table? Potential clients want to know.

STEP  
5

### A LITTLE WORD PLAY

Here's where you take what we've learned and start to apply it in just the right way.

STEP  
6

### CRAFTING YOUR ELEVATOR PITCH

Part of creating a unique elevator pitch is making it truly yours. Take our formula, and tweak it up a little.

IF YOU HAVE NOT TAKEN THE TEST  
GO TO

{ [HOWTOFASCINATE.COM](http://HOWTOFASCINATE.COM) }



# BASED ON THE FASCINATION ADVANTAGE

PRIMARY TRIGGER		SECONDARY TRIGGER						
		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
		You attract through emotion	You build relationships with consistency and stability	You inspire curiosity	You earn respect with higher standards and performance	You lead and control	You prompt action with urgency and negative consequences	You surprise with creative, untraditional ideas
<b>PASSION</b> You attract through emotion	<b>THE NAKED HEART</b> Sensitive • Eloquent Fanciful	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Selective • Subtle Multi-layered	<b>THE TALENT</b> Expressive • Stylish Visually-oriented	<b>THE ADVOCATE</b> Dynamic • Inclusive Engaging	<b>THE ACCELERATOR</b> Attentive • Dedicated Detail-oriented	<b>THE CATALYST</b> Dramatic • Experimental Out-of-the-box	
<b>TRUST</b> You build relationships with consistency and stability	<b>THE AUTHENTIC</b> Genuine • Dependable Accessible	<b>THE OLD GUARD</b> Predictable • Firm Unmovable	<b>THE VAULT</b> Rational • Discreet Understated	<b>THE DIPLOMAT</b> Impeccable • Subtle Respected	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE GOOD CITIZEN</b> Observant • Modest Preventative	<b>THE ICONOCLAST</b> Mellow • Open-minded Nonconformist	
<b>MYSTIQUE</b> You inspire curiosity	<b>THE SUBTLE TOUCH</b> Intriguing • Complex Paradoxical	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Sleazy • Inaccessible Introversed	<b>THE VELVET ROPE</b> Elegant • Astute Unattainable	<b>THE VEILED STRENGTH</b> Rational • Self-reliant Intentional	<b>THE BULLSEYE</b> Precise • Sharp Under-the-radar	<b>THE SECRET WEAPON</b> Unassuming • Ironc Independent	
<b>PRESTIGE</b> You earn respect with higher standards and performance	<b>THE CONNOISSEUR</b> Astute • Envious In-the-know	<b>THE BLUE CHIP</b> Classic • Safe "Best-in-Class"	<b>THE ARCHITECT</b> Exciting • Skillful Restrained	<b>THE LAST WORD</b> Deliberate • Frosty Uncompromising	<b>THE VICTOR</b> Results-Oriented Respected • Competitive	<b>THE PERFECTIONIST</b> Driven • Controlled Standard-bearer	<b>THE AVANT-GARDE</b> Original • Distinctive Trendsetter	
<b>POWER</b> You lead and control	<b>THE RINGLEADER</b> Motivating • Vigorous Compelling	<b>THE GUARDIAN</b> Established • Genuine Sure-footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE MAESTRO</b> Ambitious • Admired Focused	<b>THE FINAL AUTHORITY</b> Dominant • Forceful Emphatic	<b>THE WATCHDOG</b> Aggressive • Alert Cautionary	<b>THE CHANGE AGENT</b> Entrepreneurial • Vivid Quick-witted	
<b>ALARM</b> You prompt action with urgency and negative consequences	<b>THE DETECTOR</b> Cautious • Practical Protective	<b>THE MAINTAINER</b> Steady • Consistent Resistant to Change	<b>THE TOP SECRET</b> Private • Alert Evasive	<b>THE BUREAUCRAT</b> Discerning • Hardline Controlled	<b>THE CRITIC</b> Authoritative • Tireless Hair-trigger	<b>THE NEUROTIC</b> Harsh • Rigid Vigilant	<b>THE CAREFUL CREATIVE</b> Strategic • Constricted Within-the-lines	
<b>REBELLION</b> You surprise with creative, untraditional ideas	<b>THE ROCKSTAR</b> Unique • Artistic Unorthodox	<b>THE ARTISAN</b> Meticulous • Thoughtful Craftsman-like	<b>THE PROVOCATEUR</b> Surprising • Witty Irreverent	<b>THE TRENDSETTER</b> Niche • Elite Eccentric	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE QUICK-START</b> Thoughtful • Digent Imaginative	<b>THE ANARCHIST</b> Startling • Unpredictable Merely Creative	



# BASED ON THE FASCINATION ADVANTAGE

## IDENTIFY YOUR PRIMARY AND ALTERNATE PERSONALITY ARCHETYPE

Find and circle your Personality Brand and your Alternate Personality Brand on the attached matrix.

If your primary trigger is **POWER** and your secondary trigger is **PRESTIGE**, your Personality Brand is **THE MAESTRO**

		SECONDARY TRIGGER						
		PASSION <small>You attract through emotion</small>	TRUST <small>You build relationships with consistency and stability</small>	MYSTIQUE <small>You inspire curiosity</small>	PRESTIGE <small>You earn respect with higher standards and performance</small>	POWER <small>You lead and control</small>	ALARM <small>You prompt action with urgency and negative consequences</small>	REBELLION <small>You surprise with creative, unconventional ideas</small>
PRIMARY TRIGGER	PASSION <small>You attract through emotion</small>	<b>THE NAKED HEART</b> <small>Sensitive • Effusive Familiar</small>	<b>THE BELOVED</b> <small>Nurturing • Loyal Sincere</small>	<b>THE INTRIGUE</b> <small>Selective • Subtle Multi-layered</small>	<b>THE TALENT</b> <small>Expressive • Stylish Visually-oriented</small>	<b>THE ADVOCATE</b> <small>Dynamic • Inclusive Engaging</small>	<b>THE ACCELERATOR</b> <small>Attentive • Dedicated Detail-oriented</small>	<b>THE CATALYST</b> <small>Dynamic • Experimental Out-of-the-box</small>
	TRUST <small>You build relationships with consistency and stability</small>	<b>THE AUTHENTIC</b> <small>Genuine • Open-minded Accessible</small>	<b>THE OLD GUARD</b> <small>Traditional • Firm Unflinching</small>	<b>THE VAULT</b> <small>Rational • Discreet Understated</small>	<b>THE DIPLOMAT</b> <small>Impassioned • Sincere Respected</small>	<b>THE GRAVITAS</b> <small>Dignified • Stable Hierarchical</small>	<b>THE GOOD CITIZEN</b> <small>Dedicated • Mission Pragmatic</small>	<b>THE ICONOCLAST</b> <small>Misuse • Over-the-top Nonconformist</small>
	MYSTIQUE <small>You inspire curiosity</small>	<b>THE SUBTLE TOUCH</b> <small>Intriguing • Complex Paradoxical</small>	<b>THE WISE OWL</b> <small>Observant • Assured Unflinching</small>	<b>THE DEADBOLT</b> <small>Stoic • Inaccessible Intimidating</small>	<b>THE VELVET ROPE</b> <small>Elegant • Accessible Unstoppable</small>	<b>THE VEILED STRENGTH</b> <small>Controlled • Self-aware Intentional</small>	<b>THE BULLSEYE</b> <small>Precise • Sharp Under-the-radar</small>	<b>THE SECRET WEAPON</b> <small>Unassuming • Fierce Independent</small>
	PRESTIGE <small>You earn respect with higher standards and performance</small>	<b>THE CONNOISSEUR</b> <small>Artistic • Enthusiastic In-the-know</small>	<b>THE BLUE CHIP</b> <small>Classic • Safe "Best-in-Class"</small>	<b>THE ARCHITECT</b> <small>Exciting • Skillful Respected</small>	<b>THE LAST WORD</b> <small>Authoritative • Firm Uncompromising</small>	<b>THE VICTOR</b> <small>Results-oriented • Proud Respected • Competitive</small>	<b>THE PERFECTIONIST</b> <small>Driven • Controlled Standard-bearer</small>	<b>THE AVANT-GARDE</b> <small>Original • Disruptive Transitional</small>
	POWER <small>You lead and control</small>	<b>THE RINGLEADER</b> <small>Motivating • Vigorous Compelling</small>	<b>THE GUARDIAN</b> <small>Established • Genuine Sure-footed</small>	<b>THE MASTERMIND</b> <small>Methodical • Intense Self-reliant</small>	<b>THE MAESTRO</b> <small>Artistic • Admired Focused</small>	<b>THE FINAL AUTHORITY</b> <small>Commanding • Forceful Eloquent</small>	<b>THE WATCHDOG</b> <small>Aggressive • Alert Cautious</small>	<b>THE CHANGE AGENT</b> <small>Entrepreneurial • Swift Quick-witted</small>
	ALARM <small>You prompt action with urgency and negative consequences</small>	<b>THE DETECTOR</b> <small>Cautionary • Practical Protective</small>	<b>THE MAINTAINER</b> <small>Steady • Consistent Resistant to change</small>	<b>THE TOP SECRET</b> <small>Private • Alert Elusive</small>	<b>THE BUNDESGART</b> <small>Disciplined • Hardline Controlled</small>	<b>THE CRITIC</b> <small>Authoritative • Forceful Vigilant</small>	<b>THE NEUROTIC</b> <small>Hasty • Rigid Vigilant</small>	<b>THE CAREFUL CREATIVE</b> <small>Strategic • Considerate Within-the-line</small>
	REBELLION <small>You surprise with creative, unconventional ideas</small>	<b>THE ROCKSTAR</b> <small>Unique • Arrogant Unflinching</small>	<b>THE ARTISAN</b> <small>Meticulous • Thoughtful Customizable</small>	<b>THE PROVOCATEUR</b> <small>Subversive • Witty Provocative</small>	<b>THE TRENDSETTER</b> <small>Witty • Elite Iconic</small>	<b>THE MAVERICK LEADER</b> <small>Pushing • Unconventional Entrepreneurial</small>	<b>THE QUICK-START</b> <small>Thorough • Diligent Intelligent</small>	<b>THE ANARCHIST</b> <small>Reckless • Unpredictable Ideally-driven</small>

Your alternate would be the opposite of your primary. So, in this example, **POWER/PRESTIGE** becomes **PRESTIGE/POWER** - or **THE VICTOR**.



# BASED ON THE FASCINATION ADVANTAGE

## IDENTIFY YOUR APPROACH

Now find all of the approaches unique to your archetype on the matrix. Here's how:

		SECONDARY TRIGGER						
		PASSION <small>You attract through emotion</small>	TRUST <small>You build relationships with consistency and stability</small>	MYSTIQUE <small>You inspire curiosity</small>	PRESTIGE <small>You earn respect with higher standards and performance</small>	POWER <small>You lead and control</small>	ALARM <small>You prompt action with urgency and negative consequences</small>	REBELLION <small>You surprise with creative, unconventional ideas</small>
PRIMARY TRIGGER	PASSION <small>You attract through emotion</small>	<b>THE NAKED HEART</b> <small>Sensitive • Effusive Fanatical</small>	<b>THE BELOVED</b> <small>Nurturing • Loyal Sincere</small>	<b>THE INTRIGUE</b> <small>Selective • Subtle Multi-layered</small>	<b>THE TALENT</b> <small>Expressive • Stylish Visually-oriented</small>	<b>THE ADVOCATE</b> <small>Dynamic • Inclusive Engaging</small>	<b>THE ACCELERATOR</b> <small>Attentive • Dedicated Detail-oriented</small>	<b>THE CATALYST</b> <small>Resourceful • Experimental Out-of-the-box</small>
	TRUST <small>You build relationships with consistency and stability</small>	<b>THE AUTHENTIC</b> <small>Genuine • Dependable Approachable</small>	<b>THE OLD GUARD</b> <small>Pragmatic • Firm Unflinching</small>	<b>THE VAULT</b> <small>Rational • Discreet Unfazed</small>	<b>THE DIPLOMAT</b> <small>Intuitive • Subtle Responsive</small>	<b>THE GRAVITAS</b> <small>Dignified • Stable</small>	<b>THE GOOD CITIZEN</b> <small>Openhearted • Modest</small>	<b>THE ICONOCLAST</b> <small>Meticulous • Down-to-earth Unpretentious</small>
	MYSTIQUE <small>You inspire curiosity</small>	<b>THE SUBTLE TOUCH</b> <small>Intriguing • Complex Paradoxical</small>	<b>THE WISE OWL</b> <small>Observant • Assured Unflustered</small>	<b>THE DEADBOLT</b> <small>Sleazy • Inaccessible Intervened</small>	<b>THE VELVET ROPE</b> <small>Elegant • Astute Unabashed</small>	<b>THE VICTOR</b> <small>Results-Oriented Respected • Competitive</small>		
	PRESTIGE <small>You earn respect with higher standards and performance</small>	<b>THE CONNOISSEUR</b> <small>Astute • Enthusiastic In-the-know</small>	<b>THE BLUE CHIP</b> <small>Classic • Safe "Ball-in-Glass"</small>	<b>THE ARCHITECT</b> <small>Exacting • Skillful Restrained</small>	<b>THE LAST WORD</b> <small>Deliberate • Firm Uncompromising</small>	<b>THE MAESTRO</b> <small>Ambitious • Admired Focused</small>		
	POWER <small>You lead and control</small>	<b>THE RINGLEADER</b> <small>Motivating • Vigorous Competing</small>	<b>THE GUARDIAN</b> <small>Established • Gentle Sure-footed</small>	<b>THE MAESTRO</b> <small>Ambitious • Admired Focused</small>		<b>AUTHORITY</b> <small>Dominant • Forceful Empathic</small>	<b>WATCHDOG</b> <small>Aggressive • Alert Cautious</small>	<b>THE CHANGE AGENT</b> <small>Entrepreneurial • Visionary Quick-witted</small>
	ALARM <small>You prompt action with urgency and negative consequences</small>	<b>THE DETECTOR</b> <small>Cautious • Practical Protective</small>	<b>THE MAINTAINER</b> <small>Steady • Consistent Resistant to change</small>	<b>THE MAESTRO</b> <small>Ambitious • Admired Focused</small>		<b>THE CRITIC</b> <small>Perceptive • Fearless High-volger</small>	<b>THE NEUROTIC</b> <small>Harsh • Rigid Vigilant</small>	<b>THE CAREFUL CREATIVE</b> <small>Strategic • Conscientious Within-the-lines</small>
	REBELLION <small>You surprise with creative, unconventional ideas</small>	<b>THE ROCKSTAR</b> <small>Unique • Media Unfazed</small>	<b>THE ARTISAN</b> <small>Meticulous • Thoughtful Customer-focused</small>	<b>PROVOCATOR</b> <small>Surprising • High Provocative</small>	<b>TRENDSETTER</b> <small>Visible • Elite Successful</small>	<b>THE MAVERICK LEADER</b> <small>Powerful • Innovative Entrepreneurial</small>	<b>THE QUICK-START</b> <small>Thorough • Driven Impulsive</small>	<b>THE ANARCHIST</b> <small>Reckless • Unpredictable Unconventional</small>

Results-Oriented  
Respected  
Competitive

Ambitious  
Admired  
Focused

- THE MAESTRO**
1. Ambitious
  2. Admired
  3. Focused
- THE VICTOR**
4. Results-Oriented
  5. Respected
  6. Competitive



# BASED ON THE FASCINATION ADVANTAGE

## IDENTIFY YOUR ABILITIES

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Circle 3 words from the list below that best describe what you actually deliver.

**IDEAS**  
**SKILLSET**  
**EXPERIENCE**  
**COMMUNICATION**  
**REPUTATION**  
**SOLUTIONS**  
**NETWORK**  
**INFLUENCE**  
**CREDENTIALS**  
**BRAINSTORMING**  
**STAMINA**

**INSIGHTS**  
**MINDSET**  
**AWARDS**  
**INNOVATION**  
**EXPERTISE**  
**STANDARDS**  
**RESULTS**  
**ATTITUDE**  
**THOUGHT-LEADERSHIP**  
**PROBLEM-SOLVING**  
**FAMILY**



# BASED ON THE FASCINATION ADVANTAGE

## A LITTLE WORD PLAY

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Now pick 3 approaches from your list and match them with the most appropriate abilities.  
Continuing with our example:

### MY APPROACHES:

1. Ambitious
2. Admired
3. Focused
4. Results-Oriented
5. Respected
6. Competitive

### MY ABILITIES:

1. Ideas
2. Mindset
3. Attitude

### MY RESULTS:

1. Ambitious Ideas
2. Focused Mindset
3. Results-Oriented Attitude

## NOW IT'S YOUR TURN

### MY APPROACHES:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### MY ABILITIES:

- 1.
- 2.
- 3.

### MY RESULTS:

- 1.
- 2.
- 3.



# BASED ON THE FASCINATION ADVANTAGE

## CRAFTING YOUR ELEVATOR PITCH

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Now take your results and craft your own elevator pitch.  
Here's an example based on our previous examples for **THE MAESTRO**:

I AM **THE MAESTRO**. "I AM KNOWN FOR MY FOCUSED MINDSET AND MY RESULTS-ORIENTED ATTITUDE. THIS IS HOW I BRING AMBITIOUS IDEAS TO LIFE."

## HERE ARE SOME MORE EXAMPLES:



"I help clients create amazing things with my pioneering mindset, irreverent brainstorming, and an entrepreneurial network."



"No matter what, I can be counted on for my established reputation, sure-footed influence, and genuine relationships."



"With clients, co-workers, and friends, I always deliver astute insight based on my in-the-know expertise."



"Stylish is my standard. For me, every solution must be intensely expressive and visually-oriented."



"Clients say my stamina is intense. I call it methodical. But when you're a network of one, the details are everything."





# BASED ON THE FASCINATION ADVANTAGE

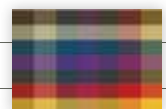
## CRAFTING YOUR ELEVATOR PITCH

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Ready to craft your own? OK. Let's do this. Here's the formula:

**I AM** \_\_\_\_\_ . **I DELIVER** \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_  
\_\_\_\_\_ **AND** \_\_\_\_\_ .

Okay, time to get a little creative, and make the elevator pitch authentically yours. Look at your **APPROACH** and your **ABILITIES**. Play with them until you have a 9-second pitch that accurately represents who you are, what you do, and how you fascinate.



# BASED ON THE FASCINATION ADVANTAGE

## JUST FOR FUN – EXAMPLES OF WAYS TO USE YOUR ELEVATOR PITCH

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This isn't just about introductions. You can also use your elevator pitch on your business cards, your Twitter Bio, or your even office door. The options are limitless.

EXAMPLE

1

Business Cards



EXAMPLE

2

Twitter Bio



EXAMPLE

3

Office  
Nameplate



# BASED ON THE FASCINATION ADVANTAGE

## CONTACT INFORMATION

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Connect with Fascinate, Inc. to stay up-to-date on our latest research and products. We look forward to continuing to offer you new ways to Fascinate the world around you.

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EMAIL  
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TWITTER - SHARE YOUR 9-SECOND ELEVATOR PITCH WITH  
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