YOUR FASCINATION ADVANTAGE® REPORT

DISCOVER HOW THE WORLD SEES YOU, THROUGH THE SCIENCE OF FASCINATION

THE CONNOISSEUR

PRESTIGE + PASSION

CUSTOM REPORT FOR

ZACH FLEEMAN
GETTING STARTED

WHAT’S INSIDE YOUR FASCINATION ADVANTAGE REPORT?
If you don’t know your Advantages, no one else will either. This report will describe how you are most likely to impress and influence others, so that you can focus on what you’re already doing right.

FIRST LOOK:
A quick summary of how the world sees you at your best
- Welcome Letter
- At-a-Glance
- Meet Your Archetype
  - Your Top 5 Speciality Adjectives: words to describe how you add value
- Archetype Matrix

DEEPER UNDERSTANDING:
Increase your perceived value by understanding how you communicate most confidently and authentically

Your Advantages: When you communicate using your natural Advantages, you’re more authentic and confident, and that helps you make a positive impression. Find out your most valuable traits, so you can be rewarded for what you’re already doing right.
- Primary and Secondary Advantages: Your most effective and efficient modes of communication
- Dormant Advantage: Your least effective and efficient mode of communication
- Your Analytics: The data and detail behind how your personality already stands apart

NEXT STEPS:
- Create Your Own Anthem
- Optimize Your Team’s Advantages
- Fascinate Your Followers
HELLO ZACH,

You’re about to discover the best of yourself through the science of fascination.

Other assessments measure how you see the world. This one measures how the world sees you.

If you’ve already done a test such as Myers-Briggs® assessment, DISC or Clifton StrengthsFinder®, you already know how you see the world. This is different. Now you can find out how others perceive your communication, so you can focus on your Advantages.

When you communicate using your natural Advantages, you’ll be perceived as more authentic and confident — and this helps you make a positive impression.

How? That’s where this report comes in. The Fascination Advantage assessment is built upon my two decades of leadership with some of the world’s most loved brands, and my team’s proprietary research on the science of fascination.

Here’s how the world sees you at your best:

YOU ARE THE CONNOISSEUR

Inside this report, you’ll learn the cues and signals that you’re intentionally or unintentionally sending to the world, and the pros and cons of each. You’ll find out what you’re already doing right, so you can do more of it. And, you’ll find out which situations could put you at a disadvantage.

To be more successful, don’t change who you are. Become more of who you are.

Read on, and I’ll show you how.

Sally Hogshead
Creator of the Fascination Advantage®
CEO and Founder of How to Fascinate
Hello@HowToFascinate.com
Twitter: @SallyHogshead
YOUR FASCINATION Advantages

Your PRIMARY Advantage is your most effective mode of communication. When you communicate with this Advantage, you are your most fascinating and influential.

Your SECONDARY Advantage describes your second-highest mode of communication. Like your PRIMARY Advantage, it describes how your personality is most likely to add value.

When you communicate with your primary and secondary Advantages, you come across as more confident and authentic.

Your PRIMARY and SECONDARY Advantages combine to form your Archetype. Your Archetype indicates how the world sees you.

Your DORMANT Advantage is the one that holds the least potential for you in fascinating others. It’s how you are least likely to influence and impress others.

Want to learn more about your Archetype, and how it helps you stand out? Read on to find out more about your personality’s most valuable differences.

SALLY EXPLAINS YOUR ARCHETYPE

Zach, you’re about to find out how your personality is uniquely hardwired to fascinate customers, co-workers, and colleagues. You’ll also find out how your score compares to our studies of hundreds of thousands of participants.

Log into your account to watch the video on the left, in which Sally describes your unique personality advantage. Turn the page to view your Fascination Advantage Report.

Your Fascination Advantage is the way in which your personality is most likely to add distinct value.

When you communicate using your Fascination Advantage, you’re operating at your peak performance — and you’re doing it effortlessly.

VIEW MY REPORT

CONTINUE
MEET YOUR ARCHETYPE

THE CONNOISSEUR

WARMHEARTED AND KNOWLEDGEABLE,
you’re highly appreciated by colleagues,
employees, and customers

YOU HAVE A NATURAL GLOW. WHEN PRESENTING,
you have a light in your eye

YOUR EXCITEMENT COMES ACROSS IN YOUR
TWITTER STREAM, YOUR PROFILE PICTURES, AND IN
THE WAY YOU TALK TO PEOPLE

LIKE A CONNOISSEUR OF FINE WINES, YOU
APPRECIATE SUBTLETIES. YOU UNDERSTAND
MINUTE DIFFERENCES. YOU ARE A RESPECTED
EXPERT

PRIMARY ADVANTAGE
PRESTIGE

SECONDARY ADVANTAGE
PASSION

“HIGHEST AND BEST VALUE” OF THE CONNOISSEUR

» You intuitively understand what others need. Almost effortlessly, you excel at selling products and ideas.

» When talking, you build vivid images of the positive impact new products will have on clients.

» You get inspired by making new connections. You enthusiastically share your knowledge.

» Networking comes easily to you both at business meetings and private gatherings. They connect people to each other and have a wide sphere of influence.

WHAT IS NOT THE “HIGHEST AND BEST VALUE” OF THE CONNOISSEUR?

» With a keen focus on getting things right, you may not always embrace change.

» Trying new ideas may lead to failure, which you carefully try to avoid.

» You get the most out of people-focused roles like customer service or project management.
You have an intense drive to increase standards and improve performance. This is great. You have carefully engineered your personal image, but be careful to maintain consistency.

You excel at connecting with new people, but don’t forget to maintain strong bonds with existing suppliers and clients.
### The 49 Personality Archetypes

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Passion</th>
<th>Power</th>
<th>Prestige</th>
<th>Trust</th>
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<th>Alert</th>
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<tbody>
<tr>
<td><strong>The Anarchist</strong></td>
<td><strong>The Catalyst</strong></td>
<td><strong>The Change Agent</strong></td>
<td><strong>The Sublime Weapon</strong></td>
<td><strong>The Composer</strong></td>
<td><strong>The Connoisseur</strong></td>
<td><strong>The Rockstar</strong></td>
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<tr>
<td>Volatile • Starting Chaotic</td>
<td>Out-of-the-Box • Social Energizing</td>
<td>Inventive • Untraditional Self-Propelled</td>
<td>Nimble • Unassuming Independent</td>
<td>Strategic • Fine-Tuned Judicious</td>
<td>Insightful • Distinguished In-the-Know</td>
<td>Bold • Artistic Unorthodox</td>
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<td><strong>The Trendsetter</strong></td>
<td><strong>The Dramatic</strong></td>
<td><strong>The Ringleader</strong></td>
<td><strong>The Veiled Strength</strong></td>
<td><strong>The ACE</strong></td>
<td><strong>The Conductor</strong></td>
<td><strong>The Visit</strong></td>
</tr>
<tr>
<td>Pioneering • Irreverent Entrepreneurial</td>
<td>Theatrical • Emotive Sensitive</td>
<td>Motivating • Spirited Compelling</td>
<td>Tactful • Self-Sufficient Mindful</td>
<td>Decisive • Tireless Forthright</td>
<td>Constructive • Organized Practical</td>
<td>Arrogant • Cold Superior</td>
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<td><strong>The Artist</strong></td>
<td><strong>The Talent</strong></td>
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<td><strong>The Conductor</strong></td>
<td><strong>The Visit</strong></td>
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<tr>
<td>Delicate • Thoughtful Flexible</td>
<td>Expressive • Stylish Emotionally-Intelligent</td>
<td>Nurturing • Loyal Sincere</td>
<td>Ambitious • Focused Confident</td>
<td>Decisive • Tireless Forthright</td>
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<td><strong>The Mastermind</strong></td>
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<td><strong>The Visit</strong></td>
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<tr>
<td>Methodical • Intense Self-Reliant</td>
<td>Prominent • Genuine Sure-Footed</td>
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### Secondary Fascination Advantage

- **Innovation**: You change the game with creativity.
- **Passion**: You connect with emotion.
- **Power**: You lead with command.
- **Prestige**: You earn respect with higher standards.
- **Trust**: You build loyalty with consistency.
- **Mystique**: You communicate with substance.
- **Alert**: You prevent problems with care.

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**INNOVATION**
- You change the game with creativity.
- **The Anarchist**: Volatile • Starting Chaotic
- **The Catalyst**: Out-of-the-Box • Social Energizing
- **The Change Agent**: Inventive • Untraditional Self-Propelled
- **The Sublime Weapon**: Nimble • Unassuming Independent
- **The Composer**: Strategic • Fine-Tuned Judicious
- **The Conductor**: Constructive • Organized Practical

**PASSION**
- You connect with emotion.
- **The Dramatic**: Theatrical • Emotive Sensitive
- **The Ringleader**: Motivating • Spirited Compelling
- **The Veiled Strength**: Tactful • Self-Sufficient Mindful
- **The ACE**: decisive • Tireless Forthright
- **The Editor-in-Chief**: productive • Skilled Detailed

**POWER**
- You lead with command.
- **The Trendsetter**: Pioneering • Irreverent Entrepreneurial
- **The Beloved**: Nurturing • Loyal Sincere
- **The Royal Guard**: Observant • Assured Unruffled
- **The ACE**: Decisive • Tireless Forthright
- **The Mediator**: Steadfast • Composed Structured

**PRESTIGE**
- You earn respect with higher standards.
- **The Artist**: Delicate • Thoughtful Flexible
- **The Veiled Strength**: Ambitious • Focused Confident
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright

**TRUST**
- You build loyalty with consistency.
- **The Guardian**: Prominent • Genuine Sure-Footed
- **The Royal Guard**: Observant • Assured Unruffled
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright

**MYSTIQUE**
- You communicate with substance.
- **The Mastermind**: Methodical • Intense Self-Reliant
- **The Royal Guard**: Observant • Assured Unruffled
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright

**ALERT**
- You prevent problems with care.
- **The Scholar**: Intellectual • Disciplined Systematic
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright
- **The ACE**: Decisive • Tireless Forthright

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**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.
**MY PRIMARY ADVANTAGE: PRESTIGE**

**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.

*MY PRIMARY ADVANTAGE: PRESTIGE*

**THE PRESTIGE PERSONALITY**

AMBITIOUS · RESULTS-ORIENTED · RESPECTED

**VIEW THIS VIDEO ONLINE IN YOUR REPORT**
SECONDARY 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 secondary 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.
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
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

methodical strategy
How intense is your use of each Advantage? 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, are the ones that shape your personality brand the most.

A PIE CHART OF MY PERCENTAGES
This chart shows the percentage of each Advantage in your personality.

Do you have a very high percentage of one Advantage? A high percentage indicates a more consistent and concentrated use of one certain trait.

A COMMONLY ASKED QUESTION
What if I have the same percentage for multiple advantages?
The Fascination Advantage measures your results to a tenth of a percent. The assessment has “tie-breaker” questions built into the algorithm. Your report reflects your top two scores.

This graph shows how your personality compares with the hundreds of thousands of others who have taken the Fascination Advantage Assessment. (For more in-depth information on your Primary, Secondary, and Dormant Advantages, see the “ADVANTAGES” section of this report.)
Think of your own team. Which of the Advantages do you see?

On a team, differences matter more than strengths.

Diversity strengthens a team and makes it more multifaceted, as long as each person understands and develops his strong suit. Leaders need to know how to tap into their team’s variety of Advantages so that they can help each person develop signature areas of performance.

When you identify the natural communication styles within your group, you’ll begin to see the patterns behind how your team is most likely to succeed.

Fail to recognize these patterns, and your group will likely be unproductive or conflicted.

In our research with high-performing teams, we consistently see how crucial it is to recognize that individuals add value differently. Each member of the team needs to know her own highest value, and that of her teammates.

Teams with a diversity of Advantages can allow each person to develop a signature area of performance.

Identify the natural communication styles within your group, and your team will become more engaged and productive. Fail to recognize these patterns, and your group can be disconnected or conflicted.

Want to tap into the best of your employees and team members?

We can identify your team’s overall top traits, including a “Heat Map” of your group’s collective Advantages and pitfalls.

To get more info about our group discounts, Team Anthem Kit, workshops or online training, visit us at HowToFascinate.com/Teams.
APPLY WHAT YOU’VE LEARNED SO FAR:  
CREATE YOUR ANTHEM

Ever struggled to find the right words to describe yourself? For instance, started to introduce yourself, or sat down to write a resume, and then felt uncertain about exactly what to say? You need a simple, persuasive phrase to confidently describe how you are most likely to add value. And you need to do it in roughly 9 seconds, to fit within the average attention span. Otherwise you’ll lose your listener’s attention.

Here’s how:
Instead of focusing on your strengths, describe how you are different.
Your Archetype lights the way to your personality’s most valuable differences. The next steps is to create your Anthem: the tagline for your personality.

YOUR ANTHEM: THE TAGLINE FOR YOUR PERSONALITY

An Anthem is a very short phrase, only two or three words. Just like an advertising tagline, your Anthem pinpoints what makes you most valuable. This short phrase goes a long way toward a positive impression. When you’re confident and authentic, you’re more likely to impress and influence your listener.

The Anthem Method is very easy, because we’ve already done the heavy-lifting for you. The words might already be waiting for you inside this report.

IN OUR STUDY WITH AT&T SALES AND CUSTOMER SERVICE, EMPLOYEES WERE 200% MORE LIKELY TO RECOGNIZE THEIR MOST VALUABLE DIFFERENCES AFTER WRITING THEIR OWN ANTHEM.

CREATE YOUR ANTHEM NOW:
Apply your Anthem to describe yourself in a snapshot. A few examples:
- New business materials
- Resume
- LinkedIn profile
- Website

Once you have a tagline for your personality, you can make it extremely easy for others to grasp what you bring to the table. Co-workers can quickly tap into your top qualities.

FIND THE PERFECT WORDS TO DESCRIBE HOW THE WORLD SEES YOU AT YOUR BEST! CREATE YOUR ANTHEM NOW: HowToFascinate.com/ANTHEM
Whether you want to know more about your key personal differences, or you want to introduce the Fascination Advantage® system to your team, we have the perfect solution for you.

GET STARTED TODAY! CLICK ONE OF THE OPTIONS BELOW:

DO YOU WANT TO...
- Stand out in a competitive situation?
- Increase your prices or salary?
- Ace the interview?

DOES YOUR TEAM WANT TO...
- Turbocharge team performance?
- Tap into each person’s advantages?
- Improve communication?

CLICK HERE FOR A HIGH-PERFORMANCE PERSONAL BRAND

CLICK HERE FOR A HIGH-PERFORMANCE TEAM

WE LOVE TO CONNECT WITH YOU!
GET FASCINATING IDEAS HERE:

FACEBOOK
Facebook.com/HowToFascinate

YOUTUBE
Youtube.com/SallyHogshead

TWITTER
@SallyHogshead

TWITTER
@HowToFascinate

EMAIL
Hello@HowToFascinate.com

FASCINATE YOUR FOLLOWERS
TWEET THIS:

» The greatest value you can add is to become more of yourself. via @SallyHogshead

» Every time you communicate, you are either adding value or taking up space. via @SallyHogshead

» When you want to stand out, your strengths matter less than your differences. via @SallyHogshead

» You don’t LEARN how to be fascinating. You UNLEARN boring. via @SallyHogshead

» If you don’t know your own value, don’t expect anyone else to. via @SallyHogshead
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