
YOUR FASCINATION ADVANTAGE® REPORT

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

THE CONNOISSEUR

PRESTIGE + **PASSION**

CUSTOM
REPORT FOR

ZACH FLEEMAN



HOWTOFASCINATE
DISCOVER YOURSELF THROUGH
THE SCIENCE OF FASCINATION

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.

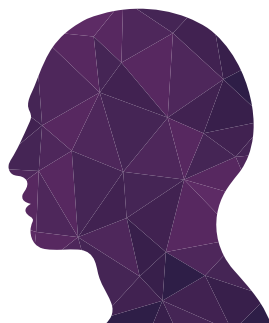
Read on, and I'll show you how.

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

AT-A-GLANCE

YOUR ARCHETYPE

Your Archetype is a combination of your **PRIMARY** and **SECONDARY** Advantages.



THREE ADJECTIVES THAT DESCRIBE
HOW THE WORLD SEES YOU

1. INSIGHTFUL
2. DISTINGUISHED
3. IN-THE-KNOW

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE

PRESTIGE

01

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

PASSION

02

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

ALERT

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

SECONDARY ADVANTAGE

INNOVATION PASSION POWER PRESTIGE TRUST MYSTIQUE ALERT

OVATION
SSION
OWER
ESTIGE
RUST
STIQUE
LERT

Sally Hogshead
Creator of the
Fascination Advantage
and the Anthem Method

VIEW THIS VIDEO ONLINE IN YOUR REPORT

VIEW MY REPORT

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.

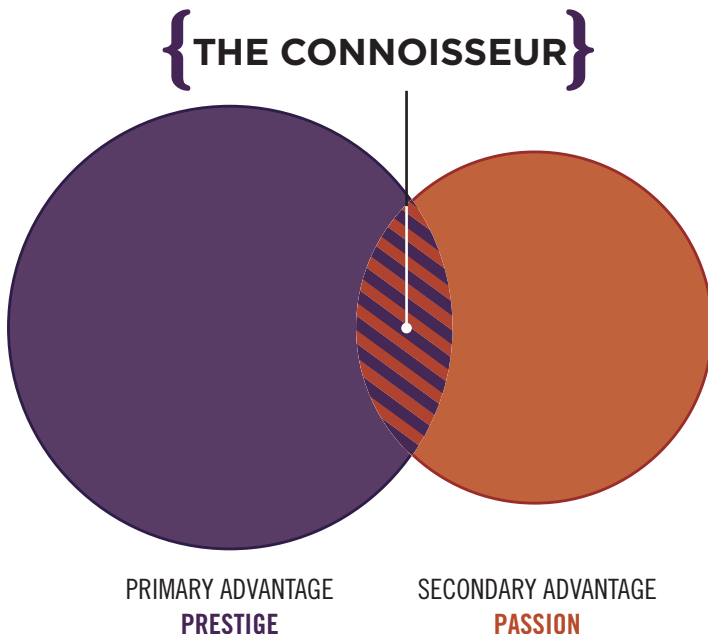
When you communicate using your **Fascination Advantage**, you're operating at your peak performance — and you're doing it effortlessly.

CONTINUE

MEET YOUR ARCHETYPE

THE CONNOISSEUR

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



HOW THE WORLD SEES YOU

- 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

"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.



THE CONNOISSEUR'S TOP 5 SPECIALTY ADJECTIVES

- 1. INSIGHTFUL**

They communicate their ideas with clarity and conviction. You'll find that they quickly obtain buy in from their audience – whether they're "selling" their idea for a new project in a board meeting or launching a new loyalty program at a huge dealer conference. They're confident, articulate, and sharp.
- 2. DISTINGUISHED**

They know how to choose the right style, approach, and words appropriate for each situation. They encourage a nervous interviewee. They are strict with a naughty child. They strike the right tone when lobbying the governor. They're good communicators who meticulously prepare meetings.
- 3. IN-THE-KNOW**

They keep themselves informed on the latest industry trends, new business practices, and relevant news. You may find that they are sought-after speakers in their specialist area. A conference audience appreciates their expertise and vivid presentation style.
- 4. ADMIRER**

They're respected for their knowledge, and they are highly valued for their sophistication. They prefer to excel in a limited number of things rather than spread themselves too thinly. They are competitive spirits who continuously strive to meet higher goals. They want to get better at what they do. They set high expectations.
- 5. WELL-GROOMED**

Their emotional intelligence makes them fascinating. You'll find them at the center of attention at cocktail parties commenting on the latest news. At networking events and office parties, people naturally gravitate to them to listen to their opinions. Knowledgeable and passionate, they are good conversationalists.

APPLY YOUR TOP 5 ADJECTIVES

You can use these adjectives to create your Anthem. Your Anthem is 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.

SAMPLE ANTHEM FOR THE CONNOISSEUR: IN-THE-KNOW OPINIONS

HERE'S AN EXAMPLE: MEET JAIME

Among his friends, people look to Jaime to learn what to buy, where to go, what to do (and how to do it). People look to Jaime for recommendations on the best of everything. He intuitively identifies social cues. When he writes his Facebook status updates, Jaime shares his favorites in all areas: where to find the freshest kale at the local farmer's market, or which dry cleaner will offer speedy delivery in a pinch. He's tapped into trends, and has an innate ability to identify

He knows the best of the best. His insightful insights, coupled with the ability to see what others want, makes him valuable to his peers and co-workers.

**AT MY HIGHEST
VALUE I DELIVER:**

**IN-THE-KNOW
OPINIONS**

**Learn more about creating
your own Anthem on page
14 of your report.**

ONE-MINUTE COACHING TO THE CONNOISSEUR

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

CREATED BY SALLY HOGSHEAD
DISCOVER MORE AT HOWTOFASCINATE.COM
EMAIL: HELLO@HOWTOFASCINATE.COM
©2014 FASCINATE, INC.
ALL RIGHTS RESERVED

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

PRIMARY FASCINATION ADVANTAGE®

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
DISCOVER MORE AT HOWTOFASCINATE.COM
EMAIL: HELLO@HOWTOFASCINATE.COM
©2014 FASCINATE, INC.
ALL RIGHTS RESERVED

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

PRIMARY FASCINATION ADVANTAGE®

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:

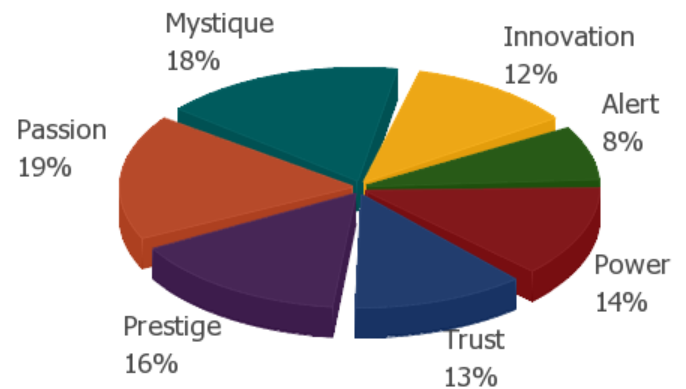
- » People recognize you as an achiever and/or expert.
- » You influence people through your high expectations of yourself and others.
- » You constantly envision ways to improve and upgrade.

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

My primary Advantage is PRESTIGE.

16% of the people who took the Fascination Advantage test also use PRESTIGE as their primary Advantage.

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

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:

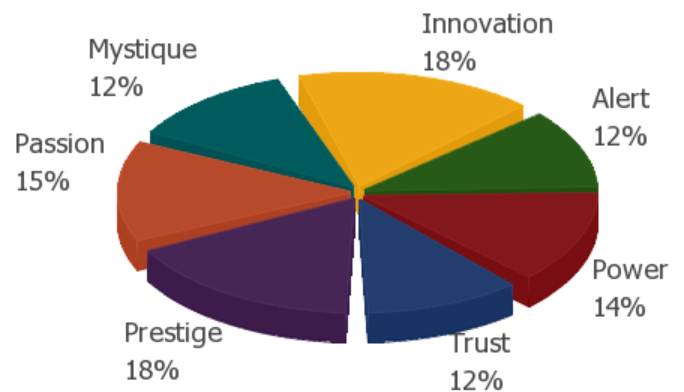
- » You captivate others with your vibrant and attractive style of communication.
- » Your approachable and transparent style makes you an “open book.”
- » You intuitively understand ideas and feelings of others.

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.

PASSION IN THE POPULATION

My secondary Advantage is PASSION.

15% of the people who took the Fascination Advantage test also use PASSION as their secondary Advantage.

MY SECONDARY ADVANTAGE: PASSION

THE PASSION PERSONALITY

EXPRESSIVE · INTUITIVE · ENGAGING

VIEW THIS VIDEO ONLINE IN YOUR REPORT

INNOVATION	is the language of CREATIVITY
PASSION	is the language of RELATIONSHIPS
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

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.

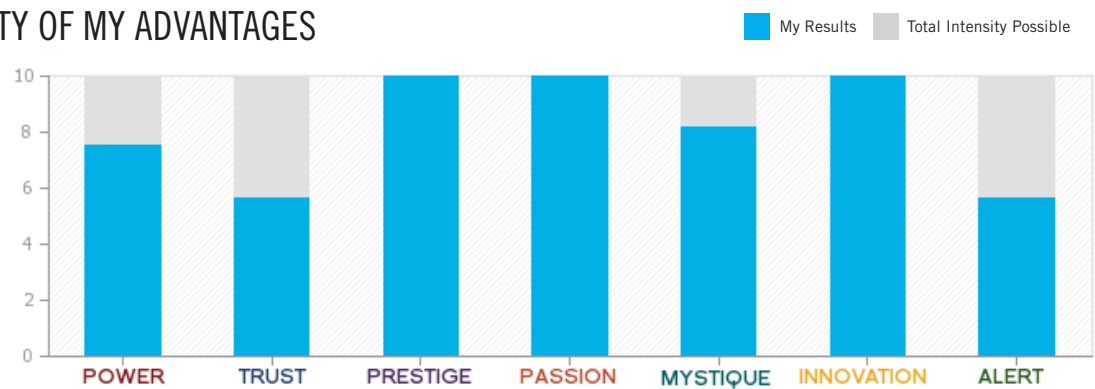
KNOW YOUR OWN VALUE SO OTHERS CAN TOO

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



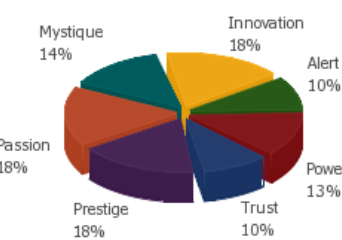
INTENSITY OF MY ADVANTAGES



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.



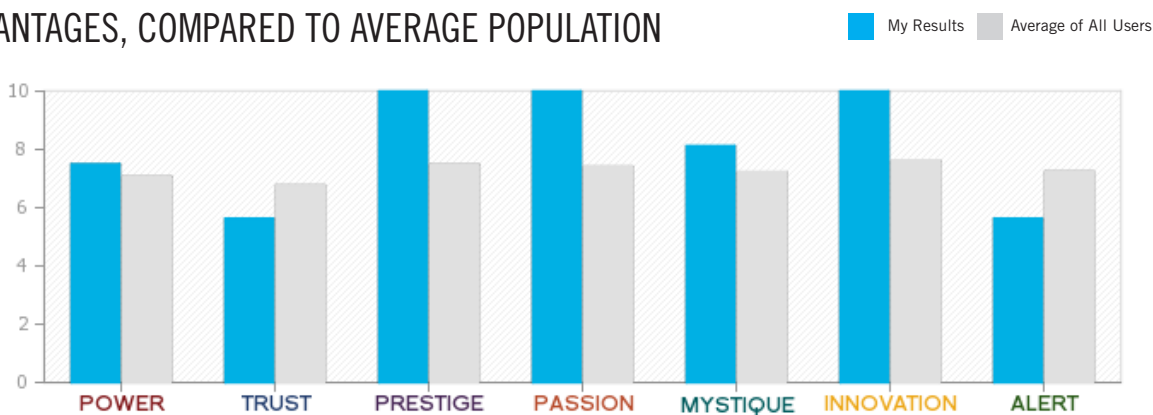
Do you have a very high percentage of one Advantage? A high percentage indicates a more consistent and concentrated use of one certain trait.

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.

MY ADVANTAGES, COMPARED TO AVERAGE POPULATION



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.)

OPTIMIZE YOUR TEAM'S ADVANTAGES

EACH PERSON ON YOUR TEAM HAS A CERTAIN WAY OF ADDING VALUE.

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.

HOW YOUR CO-WORKERS ADD VALUE

INNOVATION	INNOVATIVE PROBLEM-SOLVER
PASSION	RELATIONSHIP-BUILDER WITH STRONG PEOPLE SKILLS
POWER	A LEADER WHO MAKES DECISIONS
PRESTIGE	OVERACHIEVER WITH HIGHER STANDARDS
TRUST	STABLE, RELIABLE PARTNER
MYSTIQUE	SOLO INTELLECT BEHIND-THE-SCENES
ALERT	PRECISE DETAIL MANAGER

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.

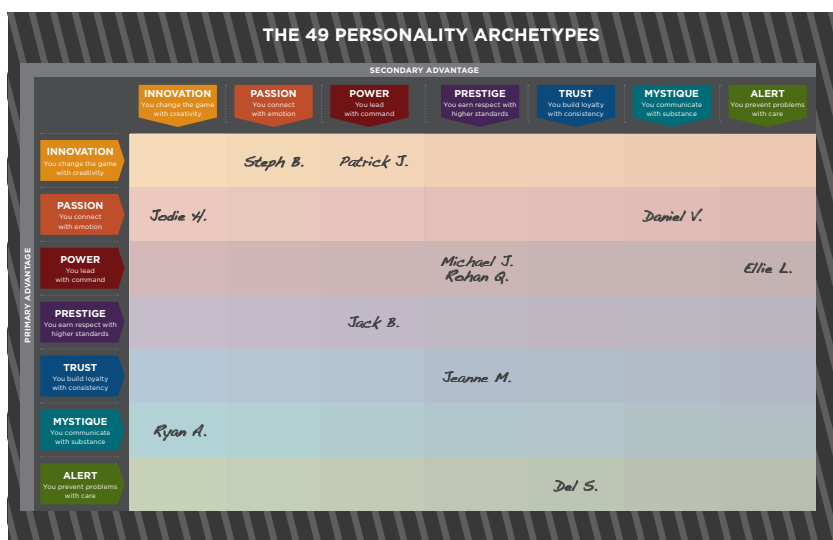
Teams with a diversity of Advantages can allow each person to develop a signature area of performance.

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.

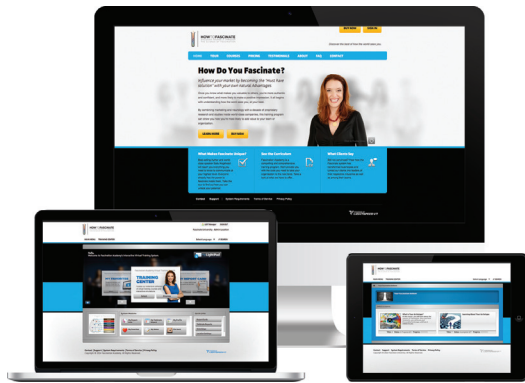
FIND THE PERFECT WORDS TO DESCRIBE HOW THE WORLD SEES YOU AT YOUR BEST! CREATE YOUR ANTHEM NOW: HowToFascinate.com/ANTHEM



IN OUR PILOT PROGRAM WITH UNILEVER, EMPLOYEES WERE 34% MORE CONFIDENT AFTER THE ANTHEM PROGRAM.

LEARN MORE ABOUT THE SCIENCE OF FASCINATION

GROW YOUR BUSINESS ■ BUILD YOUR TEAM ■ BECOME INTENSELY VALUABLE



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?

**CLICK HERE FOR A
HIGH-PERFORMANCE PERSONAL BRAND**

DOES YOUR TEAM WANT TO...

- + Turbocharge team performance?
- + Tap into each person's advantages?
- + Improve communication?

**CLICK HERE FOR A
HIGH-PERFORMANCE TEAM**

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

 **FACEBOOK**
[Facebook.com/HowToFascinate](https://www.facebook.com/HowToFascinate)

 **YOUTUBE**
[Youtube.com/SallyHogshead](https://www.youtube.com/SallyHogshead)

 **TWITTER**
[@SallyHogshead](https://twitter.com/SallyHogshead)

 **TWITTER**
[@HowToFascinate](https://twitter.com/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**

This document and materials contain proprietary research, copyrighted materials, and original works that were created by and are the property of How To Fascinate. This document and the materials contained herein are for your personal and/or organization's use only and are not to be reproduced, disseminated, divulged, quoted, published or otherwise shared with those outside your organization. All of How To Fascinate's content and materials in this document are protected by copyright. No individual, organization or participants using these materials shall reproduce, alter, resell, change, reuse, or distribute the materials beyond the extent of any agreement with How To Fascinate without express, written permission of How To Fascinate. Violations of the terms of this purchase agreement are a breach of contract and violation of How To Fascinate's intellectual property rights in this document and materials.

The materials and documents herein are highly valued by How To Fascinate. Various United States Federal and State and international laws provide Intellectual property penalties, protections and guarantees including but not limited to those under patent, copyright, trademark, and trade secret protection. How To Fascinate safeguards the literary, artistic and creative ideas, concepts, and teachings contained within this document and asks that they be respected by purchasers and other users of this material.

No amendments, alterations or changes may be made to this document or the underlying Fascination Advantage® Assessment without first obtaining the express written permission of How To Fascinate.

Fascination Advantage®, Discover How The World Sees You®, How To Fascinate®, each of the 7 Fascination Advantages, and the 49 Fascination Archetypes are trademarks of How To Fascinate and/or Sally Hogshead. All other trademarks and copyrights are property of their respective owners.