

YOUR FASCINATION ADVANTAGE® REPORT

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

THE MAESTRO

POWER + **PRESTIGE**

CUSTOM
REPORT FOR

JJ KEEGAN



HOWTOFASCINATE
DISCOVER YOURSELF THROUGH
THE SCIENCE OF FASCINATION

GETTING STARTED

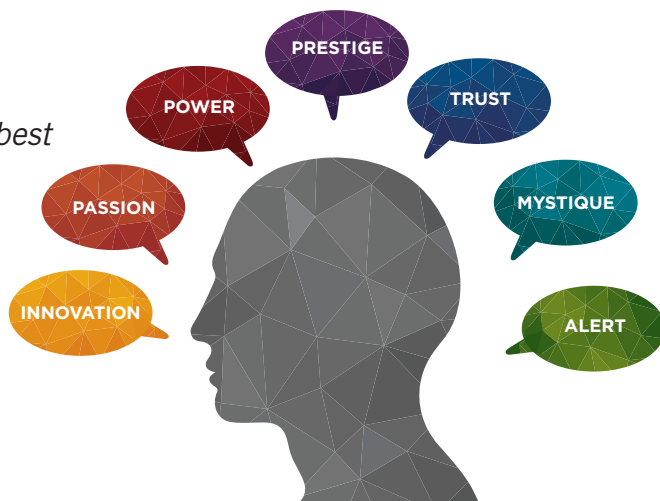
WHAT'S INSIDE YOUR FASCINATION ADVANTAGE REPORT?

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 JJ,

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
MAESTRO**

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.

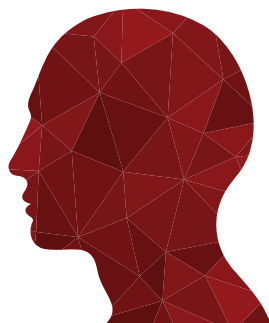
Read on, and I'll show you how.

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. **AMBITIOUS**
2. **FOCUSED**
3. **CONFIDENT**

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE

POWER

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

PRESTIGE

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

MYSTIQUE

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



VIEW MY REPORT

JJ, 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.

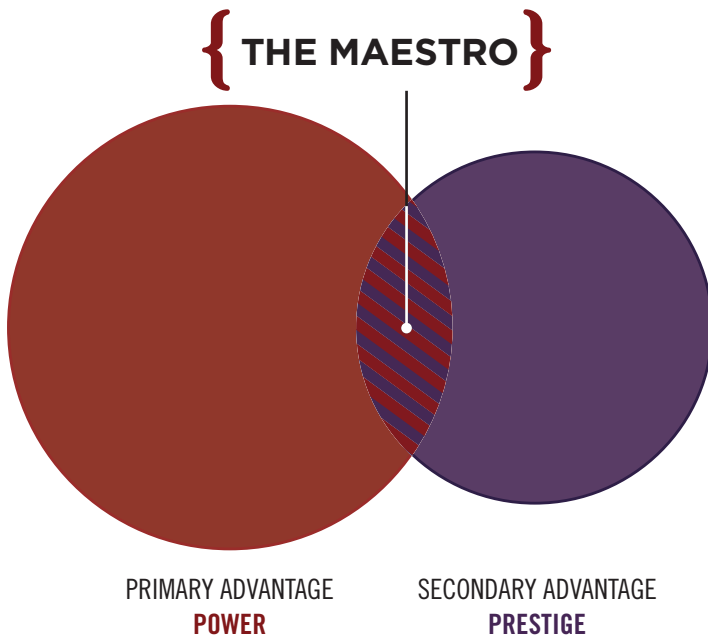
When you communicate using your **Fascination Advantage**, you're operating at your peak performance — and you're doing it effortlessly.

[CONTINUE](#)

MEET YOUR ARCHETYPE

THE MAESTRO

AMBITIOUS | FOCUSED | CONFIDENT | UNCOMPROMISING | FORMIDABLE



HOW THE WORLD SEES YOU

- You're a natural leader
- You make decisions easily, reach conclusions quickly, then take action
- All Maestros share a strong will and driving force. You have the "horsepower" to achieve big goals

"HIGHEST AND BEST VALUE" OF THE MAESTRO

- » You provide influential leadership that improves performance and results.
- » You have very high standards for yourself, and your co-workers.
- » With a primary Power Advantage, you have strong opinions. Your secondary Prestige Advantage means you have and set high expectations.
- » While other Archetypes may become complacent (or stuck) in a job, you rarely get into a rut. You have the Type-A determination necessary to push through tough challenges.

WHAT IS NOT THE "HIGHEST AND BEST VALUE" OF THE MAESTRO?

- » Others shouldn't put you on a professional treadmill and expect you to get very far.
- » Others shouldn't over-manage your agenda and expect you to remain motivated.
- » The key to your personality's value is your drive to succeed. You want to be in charge of your own deliverables.



THE MAESTRO'S TOP 5 SPECIALTY ADJECTIVES

- | | |
|--------------------------|---|
| 1. AMBITIOUS | Their constant drive to improve keeps the bar high for themselves (and others!). In a job interview you'll find they have their career planned out. They know exactly what they want to achieve in five years' time. |
| 2. FOCUSED | As soon as a Maestro hones in on a goal, he pursues it with vigor and is unlikely to just passively observe. |
| 3. CONFIDENT | They have a game-loving competitive spirit and pursue life ambitiously. In sales and account management you'll find them doing their best to exceed their targets by a higher percentage than the rest of the group; and when taking part in a company sports day, they like to be on the winning team. |
| 4. UNCOMPROMISING | Maestros stay committed in the face of challenge or obstacles. They don't allow their team to back down or settle too easily when faced with problems. As sales managers, they ensure their team knows how to overcome customer objections to buying. |
| 5. FORMIDABLE | While their drive can sometimes be perceived as intimidating, it can also be a stellar leadership advantage. They are the CEOs everyone respects. They are the leaders everyone follows naturally. |

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 MAESTRO: AMBITIOUS RESULTS HERE'S AN EXAMPLE: MEET AMY

Maestros are Type-A leaders who seek results. For example, Amy, a Maestro, might apply her Anthem by making a point to begin every team meeting with the same step: outlining exactly what type of **AMBITIOUS RESULTS** she expects from her team, so that everyone is very clear about next steps, and stays focused on the goal.

**AT MY HIGHEST
VALUE I DELIVER:**

**AMBITIOUS
RESULTS**

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

ONE-MINUTE COACHING TO THE MAESTRO

You are naturally independent. You tend to believe (often rightly so) that you can simply do things better yourself. Sound familiar? If so, you might find yourself stepping in to take over.

Take note: This approach can slow your goals if others feel they can't contribute enough. Coach your team members to improve their own performance. Allow them to learn by making their own mistakes. You'll progress further if you can help your team to develop their skills.

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
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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
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

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SECONDARY FASCINATION ADVANTAGE®

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PRIMARY FASCINATION ADVANTAGE®

PRIMARY PERSONALITY DESCRIPTORS:

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

WHO YOU ARE:

- Confident
- Goal-Oriented
- Decisive

HOW YOU ADD VALUE:

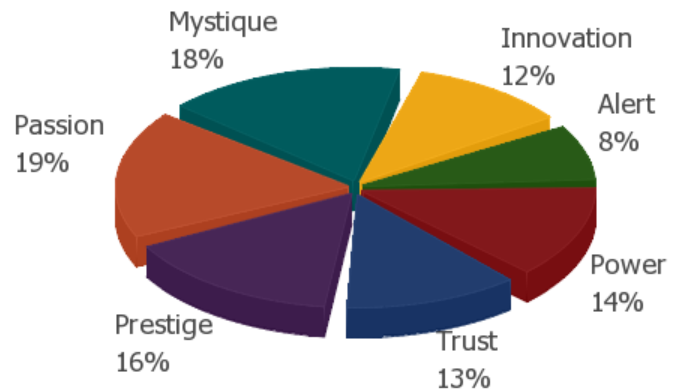
- » You influence others with self-assured ideas and action.
- » You energetically tackle big goals, giving you the potential to motivate large groups.
- » People instinctively look to you for cues of how to behave.

EXAMPLES OF LEADERS WHO USE POWER:

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

HOW TO APPLY POWER AT WORK:

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

POWER IN THE POPULATION

My primary Advantage is POWER.

14% of the people who took the Fascination Advantage test also use POWER as their primary Advantage.

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

MY PRIMARY ADVANTAGE: POWER

THE POWER PERSONALITY

CONFIDENT · GOAL-ORIENTED · DECISIVE

VIEW THIS VIDEO ONLINE.

SECONDARY 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:

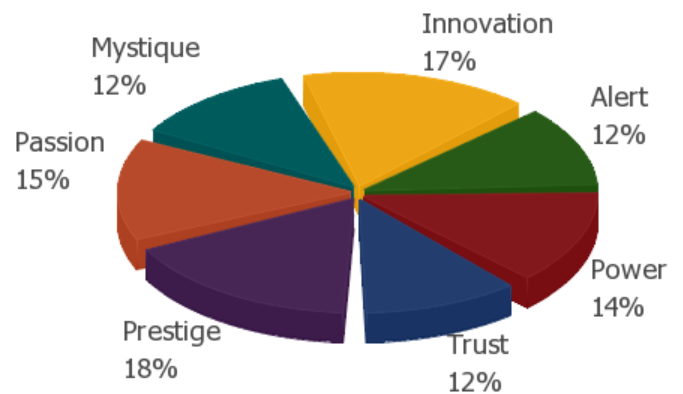
- » People recognize you as an achiever and/or expert.
- » You influence people through your high expectations of yourself and others.
- » You constantly envision ways to improve and upgrade.

EXAMPLES OF LEADERS WHO USE PRESTIGE:

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

HOW TO APPLY PRESTIGE AT WORK:

Your secondary 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 secondary Advantage is PRESTIGE.

18% of the people who took the Fascination Advantage test also use PRESTIGE as their secondary Advantage.

MY SECONDARY ADVANTAGE: PRESTIGE

THE PRESTIGE PERSONALITY

AMBITIOUS · RESULTS-ORIENTED · RESPECTED

VIEW THIS VIDEO ONLINE.

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 MYSTIQUE ADVANTAGE:

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

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

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

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

SHOULD YOU LEARN HOW TO ACTIVATE THE MYSTIQUE ADVANTAGE?

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

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

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

WHY USING MYSTIQUE FEELS LIKE QUICKSAND:

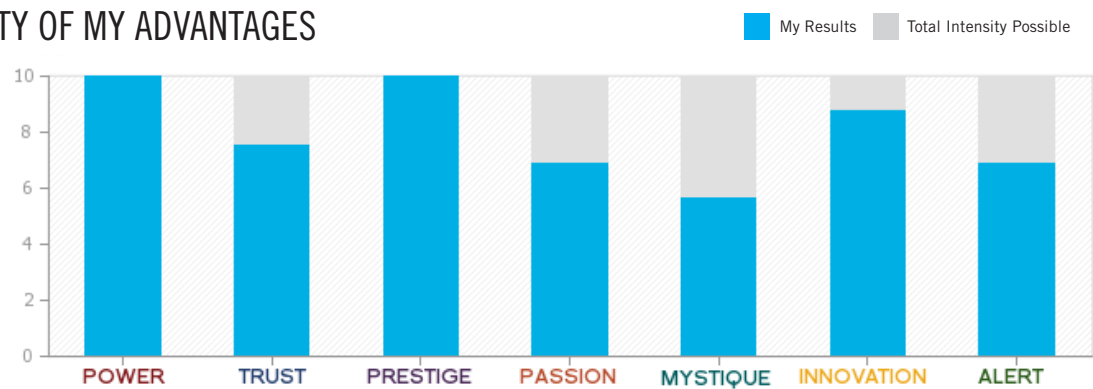
- » You don't hide your emotions or opinions. Some may even refer to you as an open book. You can be enthusiastic, even dramatic, at times. In business negotiations that require holding back information, you may tend to feel challenged, because containing how you feel typically is not a natural response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

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

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



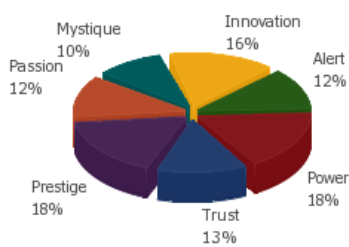
INTENSITY OF MY ADVANTAGES



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.



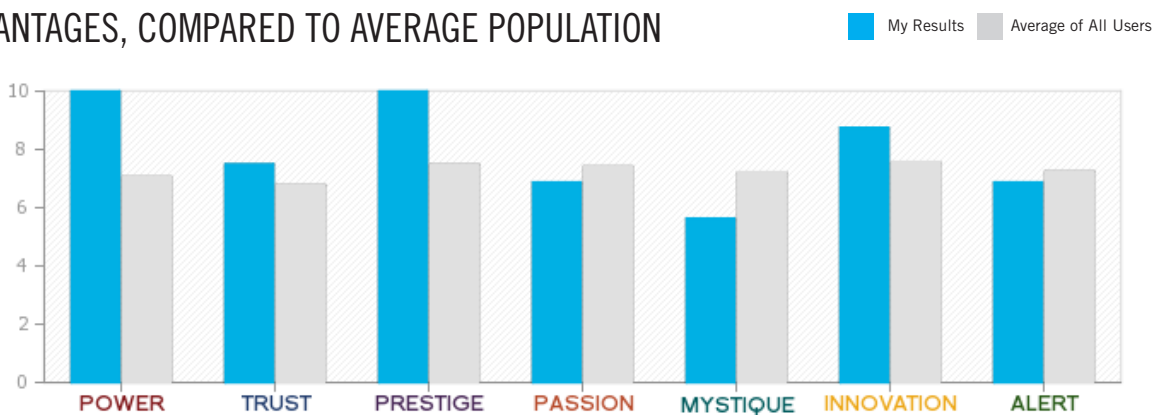
Do you have a very high percentage of one Advantage? A high percentage indicates a more consistent and concentrated use of one certain trait.

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.

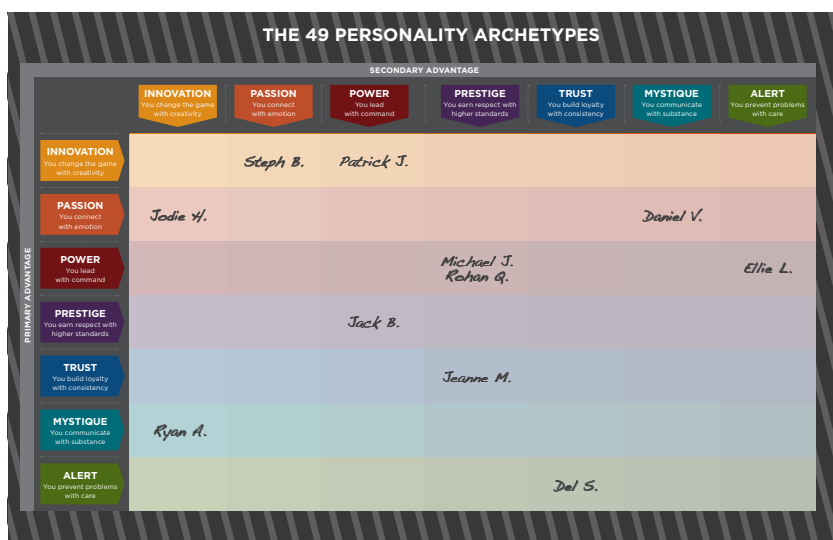
Teams with a diversity of Advantages can allow each person to develop a signature area of performance.

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](https://www.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

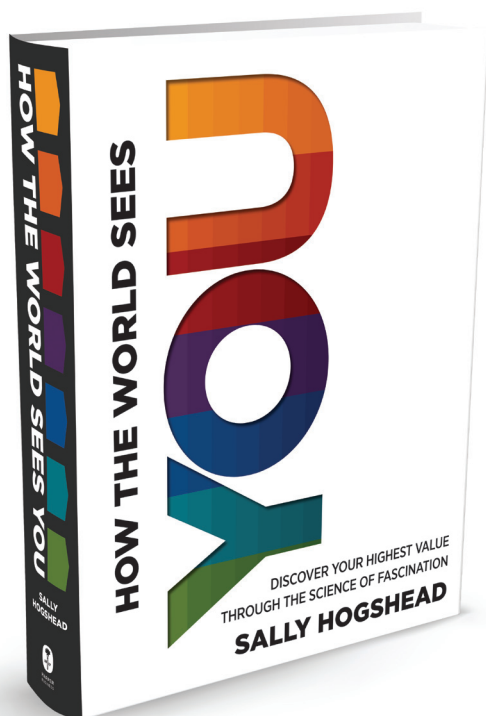
Once you have a tagline for your personality, you can make it extremely easy for others to grasp what you bring to the table. Co-workers can quickly tap into your top qualities.

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.

YOU'VE SEEN THE BEST OF HOW THE WORLD SEES YOU



SEE THE REST OF HOW THE WORLD SEES YOU

HOW THE WORLD SEES YOU: DISCOVER YOUR HIGHEST VALUE THROUGH THE SCIENCE OF FASCINATION

AVAILABLE JULY 2014

Combining marketing and neurology with a decade of proprietary research and studies inside world-class companies, author Sally Hogshead describes how your personality is most likely to fascinate your team, clients, and organization.

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EMAIL

Hello@HowToFascinate.com

FASCINATE YOUR FOLLOWERS

TWEET THIS:

- » The greatest value you can add is to become more of yourself. via **@SallyHogshead #HowToFascinate**
- » 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 #HowToFascinate**
- » If you don't know your own value, don't expect anyone else to. via **@SallyHogshead #HowToFascinate**

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