

YOUR FASCINATION ADVANTAGE® REPORT

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

THE CATALYST

PASSION + **INNOVATION**

CUSTOM
REPORT FOR

ROCCO RUSSO



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 ROCCO,

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 CATALYST

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. OUT-OF-THE-BOX
2. SOCIAL
3. ENERGIZING

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE

PASSION

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

INNOVATION

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

PRESTIGE

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

Sally Hogshead
Creator of the
Fascination Advantage
and the Anthem Method

VIEW THIS VIDEO ONLINE IN YOUR REPORT

VIEW MY REPORT

Rocco, 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.

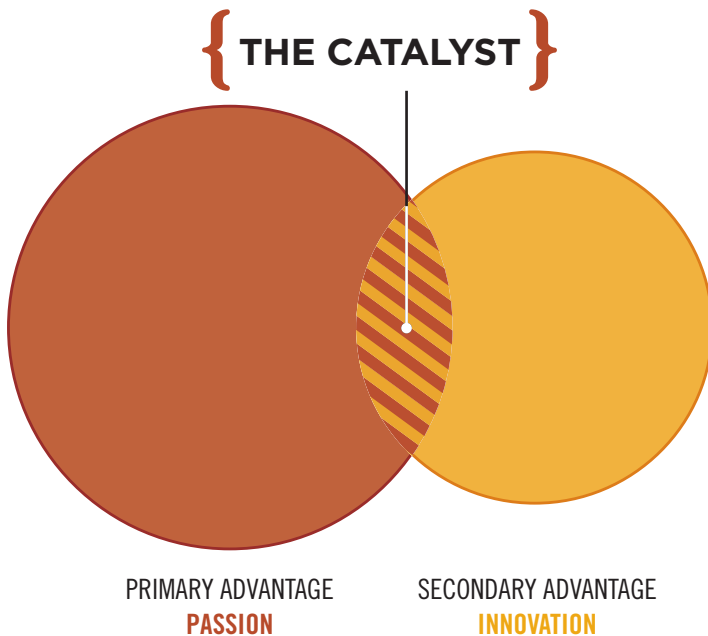
When you communicate using your **Fascination Advantage**, you're operating at your peak performance — and you're doing it effortlessly.

CONTINUE

MEET YOUR ARCHETYPE

THE CATALYST

OUT-OF-THE-BOX | SOCIAL | ENERGIZING | ENTHUSIASTIC | CREATIVE



HOW THE WORLD SEES YOU

- You make a vibrant first impression and you're valued for your enthusiastic approach and ability to generate ideas
- Buoyant and social, you embrace new situations and relationships with zeal
- You speak with flair and you use expressive gestures
- You know how to captivate an audience. You're named "The Catalyst" because you add value by starting action

"HIGHEST AND BEST VALUE" OF THE CATALYST

- » The more opportunities you have to create change, the more others benefit from your Archetype's distinct value.
- » With a primary Passion Advantage, you are most likely to contribute when emotionally involved.
- » You feed off the energy in a room, and resist feeling shut off from the heart of the action.
- » Catalysts usually shine in the spotlight, so you frequently seek personality-oriented careers such as PR, marketing, and customer service.

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

- » You are a creative spirit. You often dislike repetitive, linear tasks. If forced to adhere to a rigid set of rules, you can become bored and distracted.
- » With a secondary Innovation Advantage, you excel when allowed to imagine.
- » You are an out-of-the-box thinker and you often ignore "the box" entirely.
- » You should be free for work that demands untraditional thinking.



THE CATALYST'S TOP 5 SPECIALTY ADJECTIVES

1. OUT-OF-THE-BOX

Catalysts naturally have colorful personalities, and make friends easily. Even at a rather formal interview setting you'll find that you quickly warm to them. They communicate with zeal, which encourages co-workers and customers to get involved in their projects.

2. SOCIAL

When they "turn on the juice," they can quickly build relationships and spread a message.

3. ENERGIZING

They're at ease in unproven waters. If something becomes too routine or familiar, they like to challenge or reinvent it. As marketers they keep campaigns fresh; and you find they enjoy trialing new social media platforms.

4. ENTHUSIASTIC

Catalysts vividly share their ideas and perspectives, which adds energy to conversations. At the end of a long product development meeting, for instance, they ensure the meeting doesn't fizzle out. They wrap up by reinvigorating the team to make the new product a success.

5. CREATIVE

When everyone else gets stuck, Catalysts can find unexpected ideas. For instance, when you need to shift an overstocked item and nobody seems able to find clients, they'll come up with a way to sell it through a totally new market channel. People often hire them for their ability to develop fresh solutions.

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 CATALYST: ENERGIZING CONNECTION HERE'S AN EXAMPLE: MEET DIRK

Dirk sells cars. He has developed a welcoming method: the minute someone comes into the showroom, they are provided immediate contact. Nobody walks in through the door without being greeted within five minutes. When the customer goes on a test drive, they get to pick which car they want to drive, even if they aren't planning on buying that particular model. Dirk makes sure that every customer or potential customer leaves with a positive impression of a car salesman. Because he wants them to tell their friends.

**AT MY HIGHEST
VALUE I DELIVER:**

**ENERGIZING
CONNECTION**

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

ONE-MINUTE COACHING TO THE CATALYST

You feel passionately about things. Your enthusiasm livens up meetings and energizes your co-workers. Yet it's not enough to feel passionately — you must also learn how to turn that passion into tangible results for your client or team. Focus on the objectives you want your team to meet and agree on deadlines. Demonstrate how you contribute to the company's success.

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
DISCOVER MORE AT HOWTOFASCINATE.COM
EMAIL: HELLO@HOWTOFASCINATE.COM
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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

CREATED BY SALLY HOGSHEAD
DISCOVER MORE AT HOWTOFASCINATE.COM
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PRIMARY FASCINATION ADVANTAGE®

PRIMARY 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:

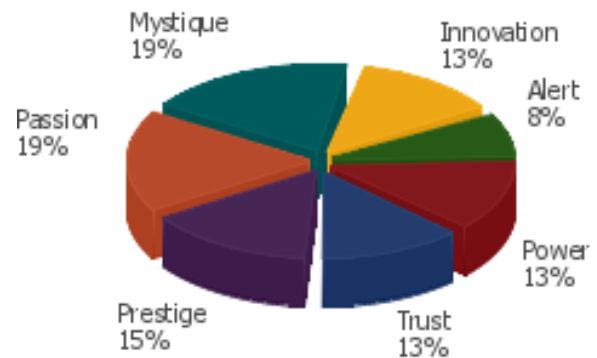
- » You captivate others with your vibrant and attractive style of communication.
- » Your approachable and transparent style makes you an “open book.”
- » You intuitively understand ideas and feelings of others.

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 primary 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 primary Advantage is PASSION.

19% of the people who took the Fascination Advantage test also use PASSION as their primary Advantage.

PRIMARY	SECONDARY	ARCHETYPE
PASSION	INNOVATION	THE CATALYST
PASSION	PASSION	THE DRAMA
PASSION	POWER	THE PEOPLE'S CHAMPION
PASSION	PRESTIGE	THE TALENT
PASSION	TRUST	THE BELOVED
PASSION	MYSTIQUE	THE INTRIGUE
PASSION	ALERT	THE ORCHESTRATOR

MY PRIMARY ADVANTAGE: PASSION

THE PASSION PERSONALITY

EXPRESSIVE · INTUITIVE · ENGAGING

VIEW THIS VIDEO ONLINE IN YOUR REPORT

SECONDARY PERSONALITY DESCRIPTORS:

- Embraces opportunities for change and exploration
- Driven by a profound sense of adventure and creativity
- Captivates with spontaneity and a quick wit
- Values creativity and cutting-edge thinking
- Attracts attention because of changing the game

WHO YOU ARE:

- Creative
- Visionary
- Entrepreneurial

HOW YOU ADD VALUE:

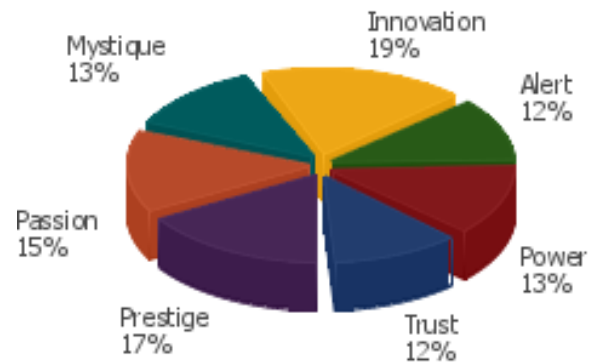
- » You quickly solve problems with fresh solutions.
- » You're able to generate ideas that surprise people with a new perspective.
- » People watch to see what you'll do next, because you thwart tradition.

EXAMPLES OF LEADERS WHO USE INNOVATION:

Madonna, Albert Einstein, Amelia Earhart, Frank Lloyd Wright, Betty White

HOW TO APPLY INNOVATION AT WORK:

You are curious, unconventional, and seek new options. Want to channel these uncommon talents to reach your ultimate career potential? Once you tap into your natural INNOVATION, you can better persuade and captivate your co-workers, your boss, and your customers.

INNOVATION IN THE POPULATION

My secondary Advantage is **INNOVATION**.

19% of the people who took the Fascination Advantage test also use INNOVATION as their secondary Advantage.

MY SECONDARY ADVANTAGE: INNOVATION

THE INNOVATION PERSONALITY

CREATIVE · VISIONARY · ENTREPRENEURIAL

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 PRESTIGE 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 PRESTIGE ADVANTAGE?

You can become uncomfortable in situations with direct competition. You prefer to relate directly to people, rather than trying to triumph over others. Avoid situations that require you to constantly strive to "win."

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 PRESTIGE FEELS LIKE QUICKSAND:

- » An independent thinker, you don't evaluate yourself in relation to others nor do you concern yourself too much with the latest trends. You prefer to accept situations as they are and tend to focus more on others than on yourself.
- » Your pride is not based on collecting symbols of achievements. Although most personalities appreciate recognition, PRESTIGE personalities are driven by it. For you, being happy with your work and confident in who you are is typically enough.
- » Others most likely perceive you as unpretentious and authentic. You tend to be humble and feel uncomfortable promoting yourself or your accomplishments. Being happy with your work and taking pride in what you do tends to be enough for you. Flaunting your successes could make others feel inferior and that is something you usually go out of your way to 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.

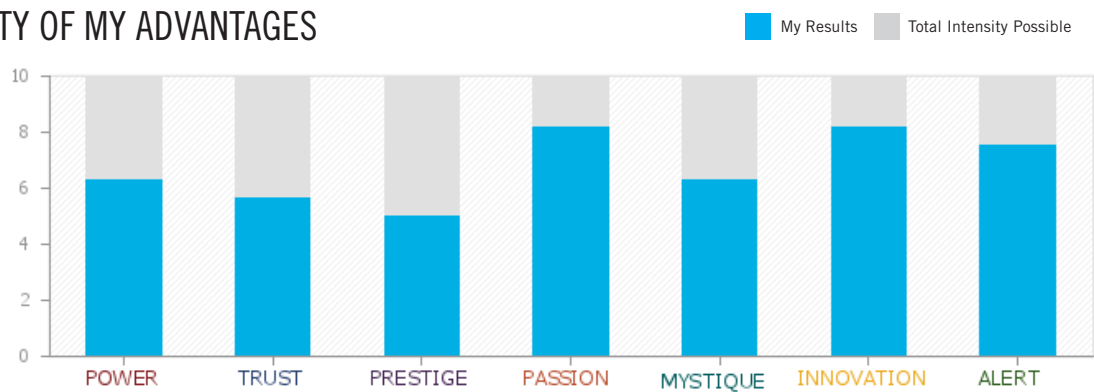
KNOW YOUR OWN VALUE SO OTHERS CAN TOO

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



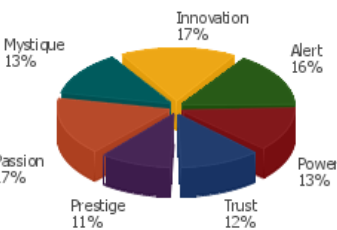
INTENSITY OF MY ADVANTAGES



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.



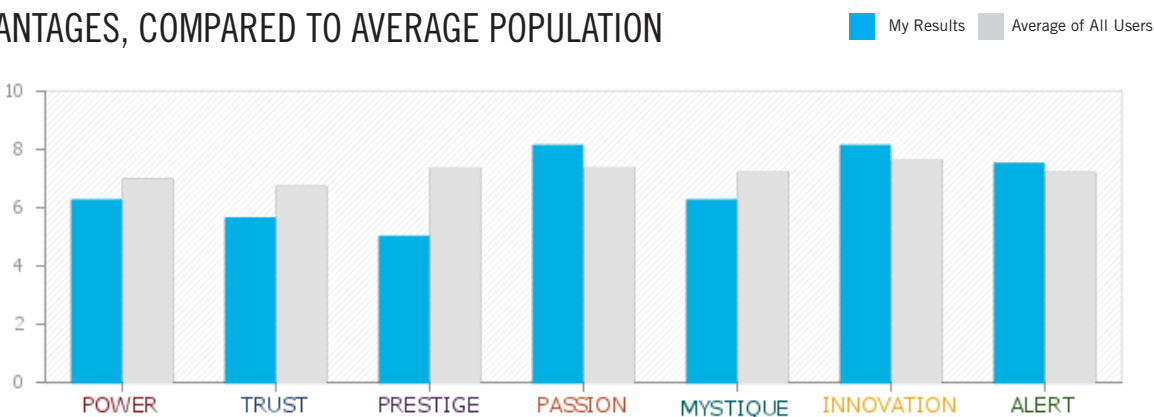
Do you have a very high percentage of one Advantage? A high percentage indicates a more consistent and concentrated use of one certain trait.

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.

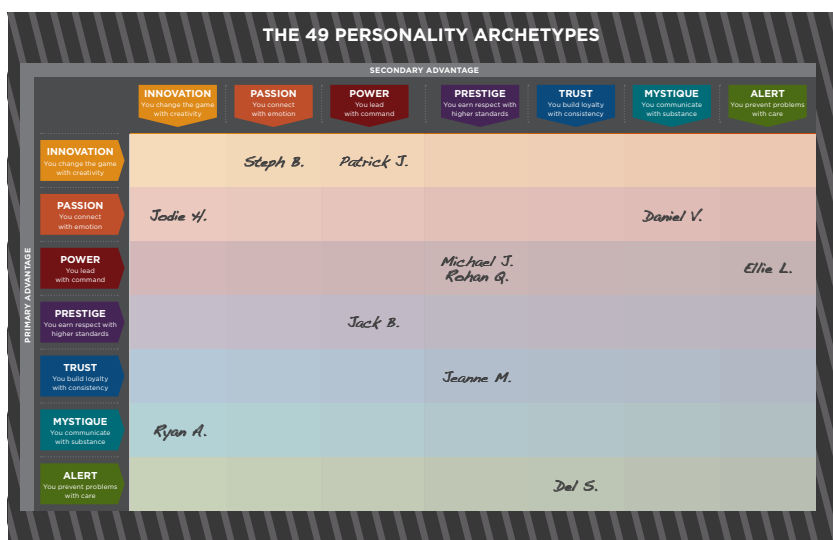
Teams with a diversity of Advantages can allow each person to develop a signature area of performance.

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
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 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**

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