
YOUR FASCINATION ADVANTAGE® REPORT

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

THE PROVOCATEUR

INNOVATION + **MYSTIQUE**

CUSTOM
REPORT FOR

..... **PABLO TOLEDO**



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 PABLO,

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 PROVOCATEUR**

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. CLEVER
2. ADEPT
3. CONTEMPORARY

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE

INNOVATION

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

MYSTIQUE

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

TRUST

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

Pablo, 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.

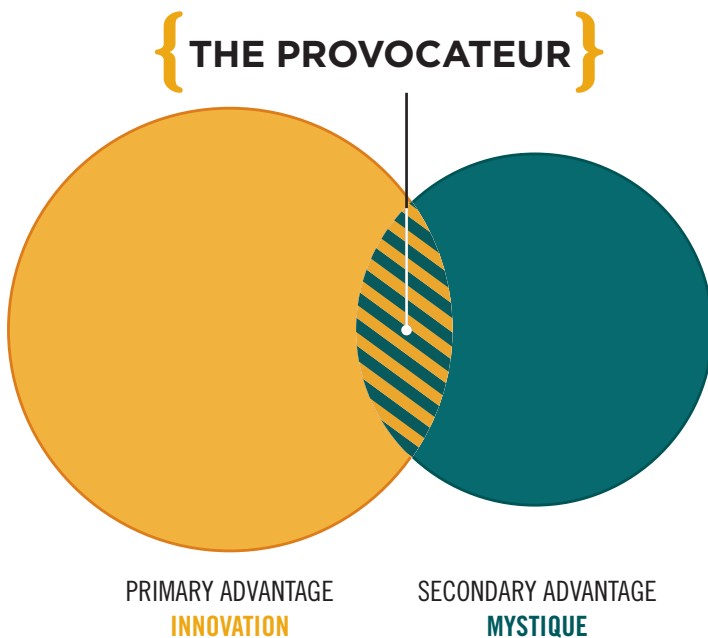
When you communicate using your **Fascination Advantage**, you're operating at your peak performance — and you're doing it effortlessly.

[CONTINUE](#)

MEET YOUR ARCHETYPE

THE PROVOCATEUR

CLEVER | ADEPT | CONTEMPORARY | STATE-OF-THE-ART | SURPRISING



HOW THE WORLD SEES YOU

- While you tend to not draw attention to yourself, your ideas can be very attention-getting
- Unorthodox and independent, you bring novel approaches and smart thinking to companies
- Your work is usually cutting-edge. You find unexplored niches for existing products. You dream up new business models in mature industries. You change the rules of how to do business
- You're less overtly creative than other Innovation personalities, you don't over-communicate, which adds to the curiosity you provoke

“HIGHEST AND BEST VALUE” OF THE PROVOCATEUR

- » You are a pioneering entrepreneur who breaks new ground.
- » You're an independent thinker. You don't follow the “party line.” Autonomous and adventurous, you're quick to respond to obstacles.
- » You thrive in a challenging environment where you're able to try new approaches.
- » You are quick to grasp alternative viewpoints. You're able to look at the same old thing from a new perspective. That's how you drive change.

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

- » You don't follow the beaten path or adhere to protocol. You prefer to explore new ways of doing business.
- » You are most valuable to a company when you're allowed to run with your revolutionary ideas.



THE PROVOCATEUR'S TOP 5 SPECIALTY ADJECTIVES

- 1. CLEVER** Provocateurs create novel solutions. Their energy drives them forward to implement their ideas. When you think a product is at the end of its life cycle they find a new market to keep the product selling.
- 2. ADEPT** They're one of the smartest people in the room. A Provocateur is an expert in their field and highly skilled at what they do. For them, proficiency is a key component to everything they do.
- 3. CONTEMPORARY** They stay relevant. If their products or services no start to fall behind the times, they'll do their best to give them a fresh outlook.
- 4. STATE-OF-THE-ART** Progressive and pioneering, Provocateurs are rarely constrained by orthodoxy. Self-confident, they participate actively in board meetings and the propel company offerings into the future.
- 5. SURPRISING** Provocateurs are irreverent. They surprise their co-workers with unconventional ideas. You'll enjoy their Facebook updates. Never boring, they share original ideas, jokes, and edgy pictures.

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 PROVOCATEUR: CLEVER APPROACH HERE'S AN EXAMPLE: MEET CRAIG

Craig is a dentist, and a large portion of his patients are children. Many of them have deep-seated anxiety about going to the dentist. Others just don't want to sit still long enough for him to do his work. Craig knows this, so he uses an intelligent and unexpected approach with his young clients. He provides each child with an iPad that's stocked with popular games like Angry Birds and Candy Crush to occupy the children, which redirects their focus long enough for him to adeptly work. Rather than focusing on their nervousness, the children focus on their games. The kids are so entertained; the procedure seems done before they know it. As The Provocateur, Craig has found a contemporary solution to a dreaded problem.

**AT MY HIGHEST
VALUE I DELIVER:**

**CLEVER
APPROACH**

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

ONE-MINUTE COACHING TO THE PROVOCATEUR

You have great ideas that can benefit the company. You enjoy working on your own. Sometimes you need to slow down to invest your energy in obtaining buy-in for your projects. Try helping others to visualize your ideas.

Try to involve your co-workers to contribute by sharing your ideas earlier. Their involvement can help get them on board.

THE 49 PERSONALITY ARCHETYPES

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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 • Introversive 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:

- 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
- Independent
- 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.

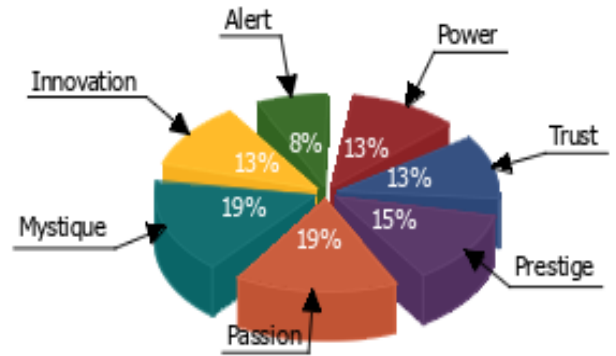
EXAMPLES OF LEADERS WHO USE INNOVATION:

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 primary Advantage is INNOVATION.

13% of the people who took the Fascination Advantage test also use INNOVATION as their primary Advantage.

PRIMARY	SECONDARY	ARCHETYPE
INNOVATION	INNOVATION	THE ANARCHY
INNOVATION	PASSION	THE ROCKSTAR
INNOVATION	POWER	THE MAVERICK LEADER
INNOVATION	PRESTIGE	THE TRENDSETTER
INNOVATION	TRUST	THE ARTISAN
INNOVATION	MYSTIQUE	THE PROVOCATEUR
INNOVATION	ALERT	THE QUICK-START

MY PRIMARY ADVANTAGE: INNOVATION

THE
INNOVATION
PERSONALITY

CREATIVE · VISIONARY · ENTREPRENEURIAL

VIEW THIS VIDEO ONLINE.

SECONDARY PERSONALITY DESCRIPTORS:

- Intrigues others with understatement
- Communicates selectively and purposefully, with a minimalist approach
- Rarely shows inner emotions
- Remains calm in situations of pressure
- Works independently without disclosing insider process
- Subtle style makes every detail more influential

WHO YOU ARE:

- Independent
- Logical
- Observant

HOW YOU ADD VALUE:

- » You persuade others by selectively culling your words and actions.
- » You make careful decisions, usually thinking before acting.
- » When you do share an idea or opinion, it carries more influence than it would for those who tend to “over-share.”

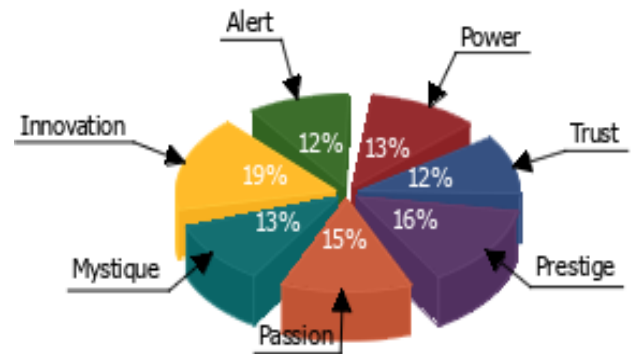
EXAMPLES OF LEADERS WHO USE MYSTIQUE:

Tina Fey, Johnny Depp, Malcolm Gladwell, Stephen Hawking, Michael Crichton

HOW TO APPLY MYSTIQUE AT WORK:

Your secondary MYSTIQUE Advantage means you have a complex mind and reserved demeanor. These natural strengths are perfectly suited for certain professional scenarios. By understanding and applying your MYSTIQUE Advantage, you can become more persuasive and influential in the workplace.

MYSTIQUE IN THE POPULATION



My secondary Advantage is MYSTIQUE.

13% of the people who took the Fascination Advantage test also use MYSTIQUE as their secondary Advantage.

MY SECONDARY ADVANTAGE: MYSTIQUE

THE MYSTIQUE PERSONALITY

INDEPENDENT · LOGICAL · OBSERVANT

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 TRUST 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 TRUST ADVANTAGE?

There are many ways to become a trusted and valued partner. The TRUST Advantage is one way, but there are other ways. If you do not naturally enjoy repeating the same process over and over, you will never reach your full potential in a job that forces you to follow a rigid path.

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 TRUST FEELS LIKE QUICKSAND:

- » You have an entrepreneurial approach to your career. At work, you dislike falling into ruts, or performing the same duties every day. You appreciate variety and actively seek new ways to accomplish a problem. When co-workers or clients bring you challenges, they know you'll help them find new opportunities.
- » You intuitively know how to persuade others through your self-expression and enthusiasm. You typically find it easy to brainstorm ideas.
- » You love to explore. As a result, people are attracted to your expressive and curious nature. You are unlikely to be seen as boring.
- » 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

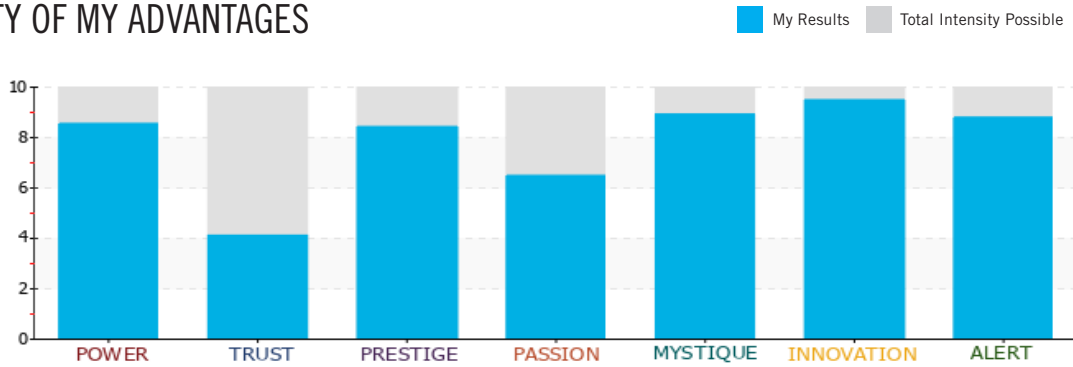
CREATE THE TAGLINE FOR YOUR PERSONALITY

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



ANALYTICS

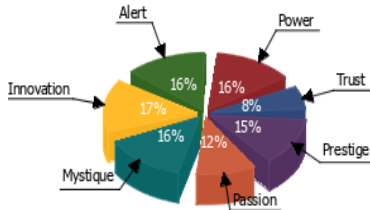
INTENSITY OF MY ADVANTAGES



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.



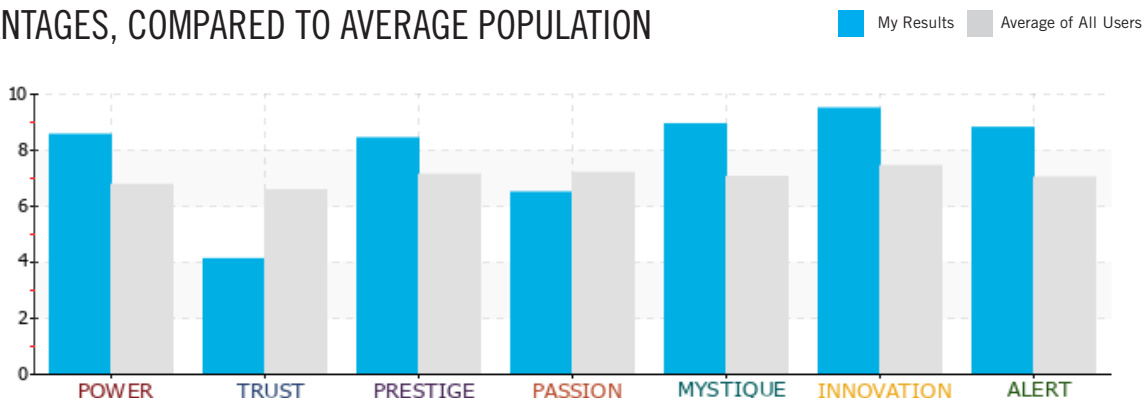
Do you have a very high percentage of one Advantage? A high percentage indicates a more consistent and concentrated use of one certain trait.

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.

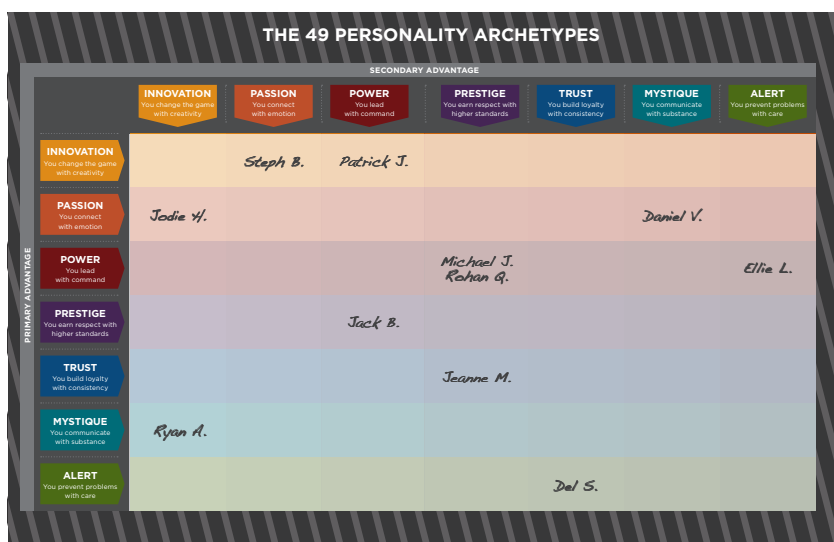
Teams with a diversity of Advantages can allow each person to develop a signature area of performance.

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.

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