Increase your perceived value by understanding how you communicate most confidently and authentically.

Your Advantages:
- 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

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.

GETTING STARTED

WHAT'S INSIDE YOUR FASCINATION ADVANTAGE REPORT?
- A quick summary of how the world sees you at your best
- Your Top 5 Speciality Adjectives: words to determine how you add value
- Archetype Matrix

DEEPER UNDERSTANDING:
- I increase your perceived value by understanding how you communicate most confidently and authentically

Your Advantages:
- Whole world communicates this natural Advantage. Find out what makes you more authentic and confident. What helps you make a positive impression?
- Find out your most valuable traits. You'll 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 Crystal,

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 an assessment such as Myers-Briggs®, DISC, or Clifton StrengthsFinder, you already know how you see the world. This is different. Now you can find out how others perceive you in a situation, so you can focus on your Advantages.

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

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

THE GRAVITAS YOU ARE

Dutch Uncle

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

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

Read on, and I’ll show you how.

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

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

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

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

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

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

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

YOUR ARCHETYPE

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

THREE ADJECTIVES THAT DESCRIBE HOW THE WORLD SEES YOU

1. DIGNIFIED
2. STABLE
3. HARDWORKING

Crystal, 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.
MEET YOUR ARCHETYPE

THE GRAVITAS

DIGNIFIED | STABLE | HARDWORKING | SEEMINGLY INVINCIBLE | STRAIGHTFORWARD

Employees instinctively respond to the leadership of a Gravitas.

When a team is stuck with a difficult problem, they turn to you for advice.

Whether it's an unexpected new entrant to the market or an internal procedure that causes issues, you'll think through the best course of action, and recommend it with conviction.

You're probably respected for a long-standing industry experience and firm leadership. Always in control, you manage your team in a relatively unassuming style but with a strong focus on what needs to be achieved.

PRIMARY ADVANTAGE

TRUST

SECONDARY ADVANTAGE

POWER

"HIGHEST AND BEST VALUE" OF THE GRAVITAS

» You think in a linear way. You approach challenges methodically. You cope well under pressure.
» In an entrepreneurial environment, you keep everyone grounded. Your ability to think clearly in a hectic atmosphere is a distinct advantage.
» When your start-up is planning to pivot, you ensure you don't make any hasty changes. You keep your business on track.
» Others find your substantial but calm presence reassuring.

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

» Others shouldn't put you in a position that requires you to be showy, because for you this will feel flamboyant.
» You don't want to seem reckless, so you don't usually come to conclusions quickly. You approach problems in a logical and rational way. You think before you act.

Dutch Uncle
Clients and employees respect your authority. People value your ability to rationally reach conclusions. Yet, in certain situations, you can attract prospects more quickly by communicating with feeling.

Use stronger body language to make your points. Use vivid and emotional words to paint a clear picture of your company vision. A dash of drama can give you a sense of warmth and help you win over prospects and employees more quickly.

They respond to problems with careful reasoning. They communicate with confidence. People respect their advice because they know a Gravitas doesn’t act on impulse.

Even in chaotic surroundings, they keep a steady demeanor. Clients and co-workers depend on their sound judgment.

Guided by high principles, they have a strong work ethic. Their team members quickly adopt their diligent work mentality.

Unfazed by challenges, they motivate their employees to overcome setbacks. When a competitor beats them by introducing a new product first, they double their efforts to get their version to market as soon as possible.

They communicate their ideas with clarity and conviction. At sales presentations their no-nonsense approach quickly earns the admiration of potential new clients.

**THE GRAVITAS’ TOP 5 SPECIALTY ADJECTIVES**

1. **DIGNIFIED**
2. **STABLE**
3. **HARDWORKING**
4. **SEEMINGLY INVINCIBLE**
5. **STRAIGHTFORWARD**

**APPLY YOUR TOP 5 ADJECTIVES**

You can use these adjectives to create your Anthem. Your Anthem is a 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 GRAVITAS: DELIBERATE CERTAINTY**

**HERE’S AN EXAMPLE: MEET SHANNON**

Shannon is a wealth management advisor for a financial company.

The end of the fiscal year is fast approaching, and clients are nervous to learn where they stand.

Shannon starts preparing for these meetings months in advance. Her workflow is incredibly deliberate. When she speaks with clients, Shannon calmly breaks the reporting system by itemizing their accounts exactly where they show consistent improvement, and references these past successes to make authoritative portfolio recommendations for the future.

**One-Minute Coaching to The Gravitas**

Use stronger body language to make your points. Use vivid and emotional words to paint a clear picture of your company vision. A dash of drama can give you a sense of warmth and help you win over prospects and employees more quickly.

**WELLSPRING**

1. **DIGNIFIED**
2. **STABLE**
3. **HARDWORKING**
4. **SEEMINGLY INVINCIBLE**
5. **STRAIGHTFORWARD**

**ONE-MINUTE COACHING TO THE GRAVITAS**

Use stronger body language to make your points. Use vivid and emotional words to paint a clear picture of your company vision. A dash of drama can give you a sense of warmth and help you win over prospects and employees more quickly.
Dutch Uncle
Primary Personality Descriptors:
- Earns loyalty through dependability
- Radiates a sincere, familiar warmth
- Watches and reviews details carefully
- Brings stability and calm to situations
- Values routine and punctuality
- Builds loyalty through consistency

Who You Are:
- Stable
- Dependable
- Familiar

How You Add Value:
- People increasingly respect you over time, because you consistently deliver.
- You’re constant in your words and actions.
- In a confusing and stressful world, you influence decision-making because you’re dependable.

Examples of Leaders Who Use Trust:
Walt Disney, Sam Walton, Dr. Oz, Clint Eastwood, Mother Theresa

How to Apply Trust at Work:
Because of your primary TRUST Advantage, people rely on you more than they do on other personalities. Now it’s time to learn exactly how to activate your natural ability to create TRUST. By understanding and applying your main Advantages, you can better shape decisions and inspire people at work, making sure your messages are heard and remembered.

My Primary Advantage: Trust

The Authentic
The Gravitas
The Diplomat
The Old Guard
The Good Citizen
The Evolutionary
Myracle
Innovation
Alert
Power
Prestige
Passion
Mystique
Alert

View This Video Online in Your Report

Crystal Love

9/16 The Gravitas: Deeper Understanding

Dutch Uncle
SECONDARY 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, Tom 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.

Dutch Uncle
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. They can prevent you from making progress and momentum.

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

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 avoid obstacles that might stop you. You usually don’t look at how something will fail, but rather how it will follow you. You are likely to be your most successful if you avoid focusing on the details. Although you recognize that failure is a part of life, it will help you keep you from pursuing your goals. This is unlike ALERT personalities, who are eager and cautious.

• You are viewed as optimistic. Your ‘can do’ attitude invigorates those around you. It makes them want to follow you. You usually don’t look at the details of how something can fail but, rather, how it will follow you. You are likely to be your most successful if you avoid focusing on the details. Although you recognize that failure is a part of life, it will help you keep you from pursuing your goals. This is unlike ALERT personalities, who are eager and cautious.

• You thrive in situations that allow you to design your own path. Avoid jobs that are highly regimented or tightly structured. You are unlikely to be your most successful if you have to constantly measure and manage meticulous details.

• You are not a dominant personality and dislike controlling others. You bring an open and adventurous spirit to your work. You tend to embrace ambiguous situations and unknown challenges. Your quest for variety and new experiences usually means you avoid head-on collisions with positions in the group. You are likely to be your most successful if you avoid focusing on the details. Although you recognize that failure is a part of life, it will help you keep you from pursuing your goals. This is unlike ALERT personalities, who are eager and cautious.

• You want others to like and respect you. You are helpful. You typically listen with an eye to the audience. With friends, you are likely to be your most successful if you avoid focusing on the details. Although you recognize that failure is a part of life, it will help you keep you from pursuing your goals. This is unlike ALERT personalities, who are eager and cautious.

• You are an observer. You are skilled at intuiting what others expect, then setting expectations at every turn. You are likely to be your most successful if you avoid focusing on the details. Although you recognize that failure is a part of life, it will help you keep you from pursuing your goals. This is unlike ALERT personalities, who are eager and cautious.

• You are practical and cautious. You lead, unlike POWER personalities, who strive for variety and new experiences. Your quest for variety and new experiences usually means you avoid head-on collisions with positions in the group. You are likely to be your most successful if you avoid focusing on the details. Although you recognize that failure is a part of life, it will help you keep you from pursuing your goals. This is unlike ALERT personalities, who are eager and cautious.

• You are helpful. You bring an open and adventurous spirit to your work. You tend to embrace ambiguous situations and unknown challenges. Your quest for variety and new experiences usually means you avoid head-on collisions with positions in the group. You are likely to be your most successful if you avoid focusing on the details. Although you recognize that failure is a part of life, it will help you keep you from pursuing your goals. This is unlike ALERT personalities, who are eager and cautious.

• You thrive in situations that allow you to design your own path. Avoid jobs that are highly regimented or tightly structured. You are unlikely to be your most successful if you have to constantly measure and manage meticulous details.

YOUR GOAL: Find more opportunities to apply your top Advantages. Then you are more likely to exceed expectations at every turn.

SHOULD YOU LEARN HOW TO ACTIVATE THE ALERT ADVANTAGE?

Here’s your goal: Find more opportunities to apply your top Advantages. Then you are more likely to exceed expectations at every turn.

KNOW YOUR OWN VALUE SO OTHERS CAN TOO

CREATE THE TAGLINE FOR YOUR PERSONALITY

Focus on your Anthem and you can stop worrying about why these tasks feel like struggling through quicksand, and how to avoid spending your energy on those traps.
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 you use that advantage. You use all the Advantages, but your two primary 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 very 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, long as each person understands and develops his strong suit. Leaders need to know how to tap into their teams’ variety of Advantages so that they can help each person develop signature areas of performance.

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 teams’ 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

INNOVATIVE PROBLEM-SOLVER
PASSION
POWER
PRESTIGE
Mystique
Alert

You change the game with creativity
You change the game with creativity
You earn respect with higher standards
You lead with command
You communicate with substance
You prevent problems with care
You connect with emotion
You build loyalty with consistency

Steph B. Patrick J.
Jodie H. Daniel V.
Michael J.
Rohan Q. Ellie L.
Jack B.
Jeanne M.
Ryan A.
Del S.

CRYSTAL LOVE
An Anthem is a very short phrase, only two or three words. Just like an advertising tagline, your Anthem pinpoint 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.**

**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.

**YOUR ANTHEM: THE TAGLINE FOR YOUR PERSONALITY**

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.

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

**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. Colleagues 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**

Dutch Uncle
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.com/HowToFascinate
Twitter @SallyHogshead
You Tube Youtube.com/SallyHogshead

CRYSTAL LOVE
Hello@HowToFascinate.com

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