

YOUR FASCINATION ADVANTAGE® REPORT

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

THE CHANGE AGENT

POWER + **INNOVATION**

.....



HOWTOFASCINATE
DISCOVER YOURSELF THROUGH
THE SCIENCE OF FASCINATION

GETTING STARTED

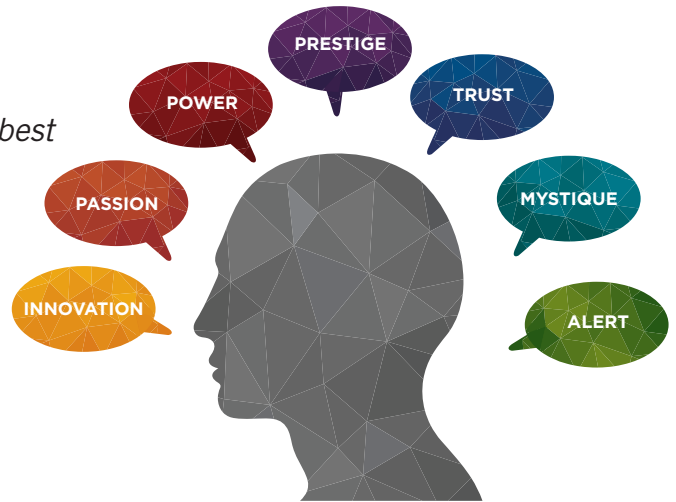
WHAT'S INSIDE YOUR FASCINATION ADVANTAGE REPORT?

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
- **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,

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 CHANGE AGENT

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.

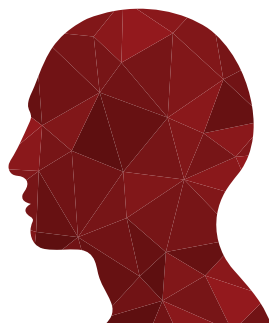
Read on, and I'll show you how.

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. INVENTIVE
2. UNTRADITIONAL
3. SELF-PROPELLED

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

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*.

SALLY EXPLAINS YOUR ARCHETYPE

VIEW MY REPORT

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.

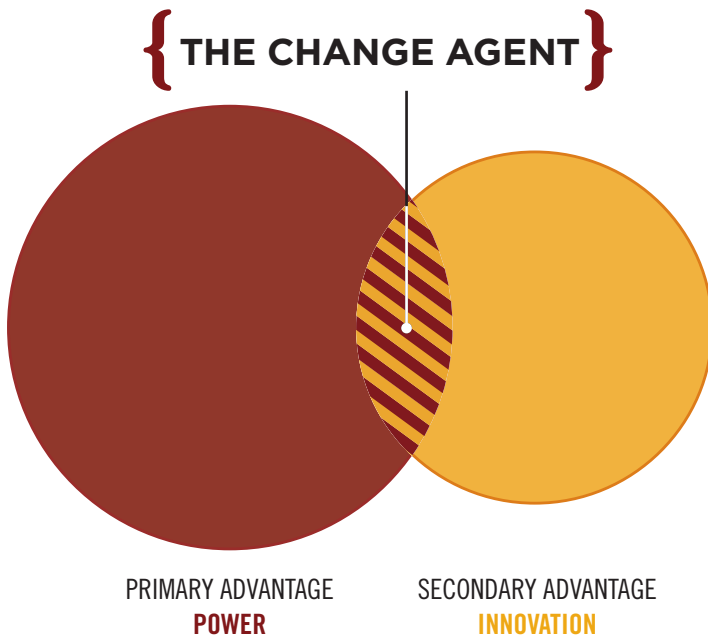
When you communicate using your **Fascination Advantage**, you're operating at your peak performance — and you're doing it effortlessly.

CONTINUE

MEET YOUR ARCHETYPE

THE CHANGE AGENT

INVENTIVE | UNTRADITIONAL | SELF-PROPELLED | VIVID | QUICK-WITTED



HOW THE WORLD SEES YOU

- Creative thinker who thrives on reinventing
- Independent, witty, and sharp
- You have a strong drive to come up with a different approach
- You bring alternative opinions to dull meetings and fresh ideas to stale companies

“HIGHEST AND BEST VALUE” OF THE CHANGE AGENT

- » Your energy and direction gives you the power to inspire other people to be innovative, too.
- » You have a naturally curious personality. You tend to be pretty fearless in your approach, and this is clear in how you communicate.
- » When you get on a roll, you can bring people in with a flurry of untraditional approaches.
- » You aren't afraid to be different.

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

- » Not a fan of deadlines and step-by-step processes, you are more excited about instigating new plans than finishing them.
- » To help you implement your bounty of ideas, consider teaming up with methodical communicators (such as Alert and Mystique), to turn ideas into reality.



THE CHANGE AGENT'S TOP 5 SPECIALTY ADJECTIVES

- 1. INVENTIVE**
Change Agents are resourceful and artistic. As marketers, they come up with creative campaign ideas. As CEOs, they reinvent business models from the ground up. They find new solutions to depart from traditional methods.
- 2. UNTRADITIONAL**
They are unafraid to go against the grain. They can look at the same old from a fresh perspective. When people suggest That's how things are done over here, they ask Have you tried it another way? They love experimenting and they always come up with ingenious solutions.
- 3. SELF-PROPELLED**
Their boundless creativity keeps new ideas flowing. Each time they write their monthly report, they add a new section or change their colorful graphs. Their aversion to routine means they always experiment with alternative approaches. They foster a culture of innovation.
- 4. VIVID**
Their communication style is bold. When presenting their ideas they may use wild gestures. They tell bold stories invented to surprise and challenge. They captivate their audience with a flourish.
- 5. QUICK-WITTED**
They're clever and charming in professional and social situations. When they get reprimanded by their manager for being too loud and distracting the team, they deal with it in good humor.

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 CHANGE AGENT: INVENTIVE ANSWERS HERE'S AN EXAMPLE: MEET KEVIN

Most people in Kevin's company tend to go on autopilot. Kevin, on the other hand, has quickly risen to a leadership position because he doesn't just rehash the same clichés as everyone else. Instead, he finds untraditional solutions that solve old problems in new ways. He adds value by applying a "what if" mentality, so that his team avoids getting in a rut. He takes initiative to uncover solutions that are inventive and results oriented.

**AT MY HIGHEST
VALUE I DELIVER:**

**INVENTIVE
ANSWERS**

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

ONE-MINUTE COACHING TO THE CHANGE A G E N T

You get a rush from change. Sometimes your constant flow of ideas can come across as impulsive. (That's the downside of creativity—it's not locked into a simplistic formula.) Try to step back occasionally. See how others react to your ideas. Ensure that changes are embedded into the organization before you push for the next innovation. Not everyone enjoys change as much as you do. Lean on your Power Advantage to direct the team and use the stability of Trust to earn their loyalty.

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-Willled
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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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:

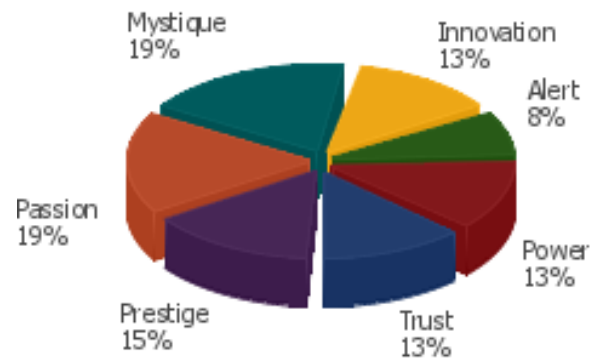
- » You influence others with self-assured ideas and action.
- » You energetically tackle big goals, giving you the potential to motivate large groups.
- » People instinctively look to you for cues of how to behave.

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.

13% 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 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:

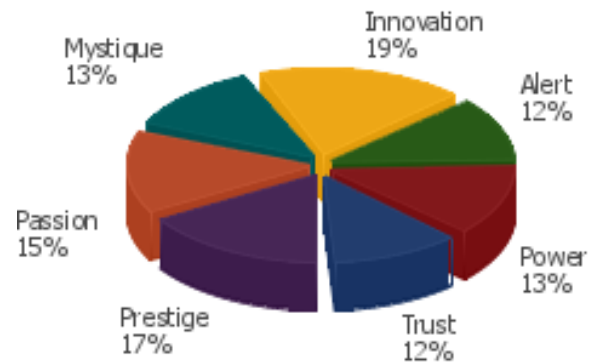
- » You quickly solve problems with fresh solutions.
- » You're able to generate ideas that surprise people with a new perspective.
- » People watch to see what you'll do next, because you thwart tradition.

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

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.

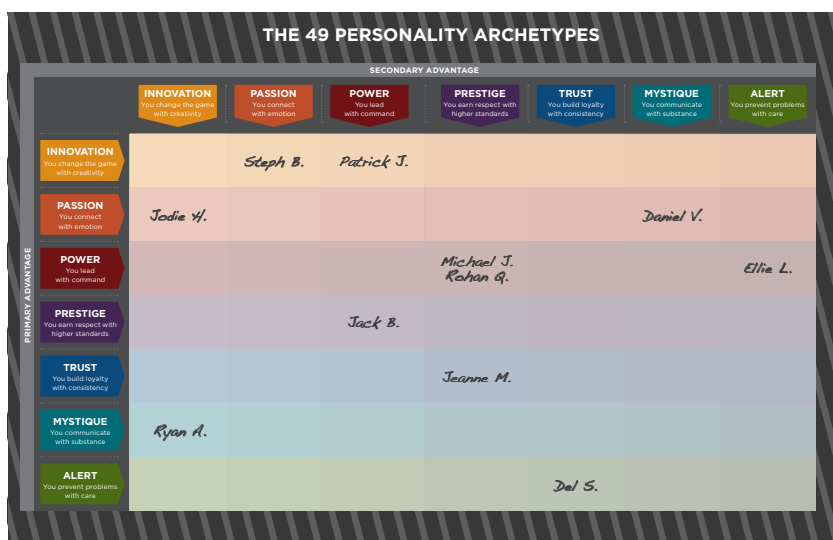
Teams with a diversity of Advantages can allow each person to develop a signature area of performance.

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.

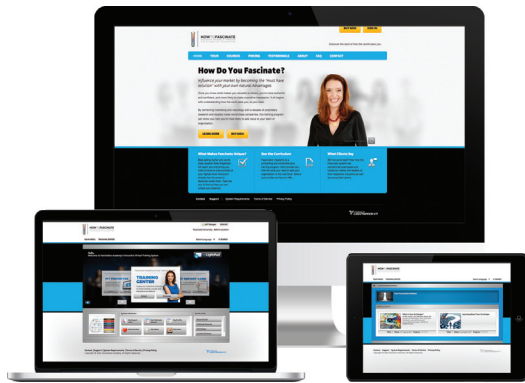
FIND THE PERFECT WORDS TO DESCRIBE HOW THE WORLD SEES YOU AT YOUR BEST! CREATE YOUR ANTHEM NOW: HowToFascinate.com/ANTHEM



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

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

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Youtube.com/SallyHogshead



TWITTER

@SallyHogshead



TWITTER

@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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