

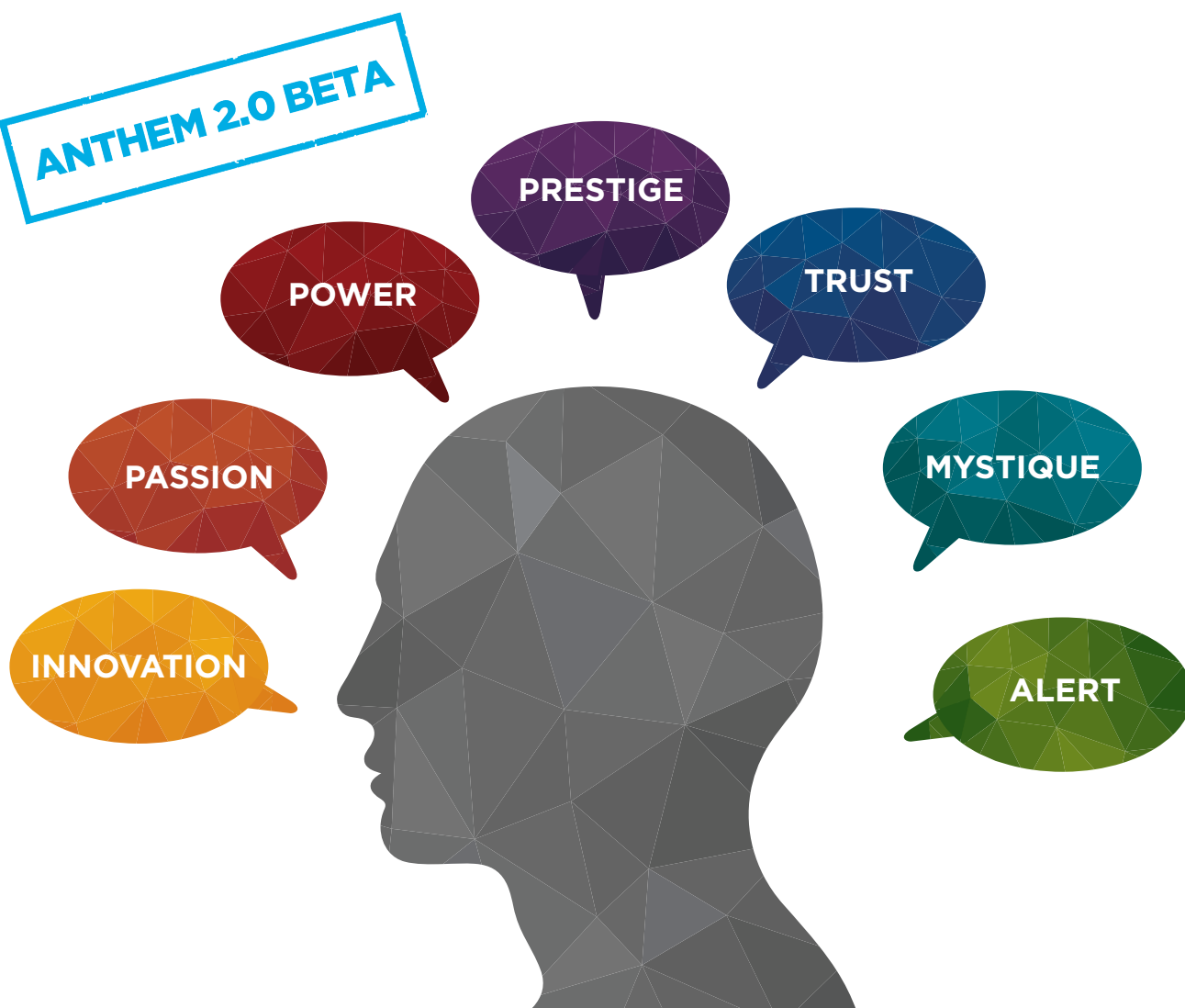


HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

FASCINATION ANTHEM BUILDER 2.0 WEEK 2

# UNDERSTANDING YOUR FASCINATION ADVANTAGE<sup>®</sup> REPORT

ANTHEM 2.0 BETA



PART OF THE **FASCINATION ADVANTAGE<sup>®</sup> SYSTEM**



## WEEK 2: YOUR PRIMARY AND SECONDARY ADVANTAGE

Fascination is an intense focus. When you fascinate your clients or co-workers, they're focused on you, and your message.

You already have certain naturally fascinating qualities. These qualities positively shape how the world sees you. These are your Advantages. When you apply your Advantages, you'll grow your business, and communicate more effectively with everyone in your life.

You're already using at least TWO of these Advantages when you communicate:

<b>INNOVATION</b>	IS THE LANGUAGE OF CREATIVITY
<b>PASSION</b>	IS THE LANGUAGE OF RELATIONSHIP
<b>POWER</b>	IS THE LANGUAGE OF CONFIDENCE
<b>PRESTIGE</b>	IS THE LANGUAGE OF EXCELLENCE
<b>TRUST</b>	IS THE LANGUAGE OF STABILITY
<b>MYSTIQUE</b>	IS THE LANGUAGE OF LISTENING
<b>ALERT</b>	IS THE LANGUAGE OF DETAILS

There are seven different types of Advantages, we call them the Fascination Advantages.

Your primary Advantage, and your secondary Advantage.

### PRIMARY ADVANTAGE

Your primary Advantage is your #1 most effective mode of communication. It's how you are most likely to add value in work and in life.

\*Take a look at page 9 of your *Fascination Advantage* Report to read more about your primary Advantage

### SECONDARY ADVANTAGE

Your secondary Advantage describes how you use your primary Advantage. Like your primary Advantage, it doesn't cost you a lot of effort or energy to use your secondary. You can almost think about this like a language that you already know how to speak.

\*Take a look at page 10 of your *Fascination Advantage* Report to read more about your secondary Advantage

Once you know your primary and secondary, it helps explain why you tend to succeed in certain types of situations. In other situations however, you're at a disadvantage. You'll become frustrated and demoralized.

No matter which Advantages you naturally apply, your goal is the same...



# FOCUS ON YOUR ADVANTAGES, AND AVOID YOUR PITFALLS, IN ORDER TO FASCINATE YOUR LISTENER.

Now take a look at your own primary and secondary Advantages on page 9 and 10 of your *Fascination Advantage* Report. Read through the “**Personality Descriptors**” section carefully.

Are you tapping into your unique Advantage while communicating at work?

Are you starting to see how your primary and secondary Advantages correlate to your Wellspring activities from Module 1?

## TAKE ACTION TODAY

Here are some ways you can start applying your top Advantages this week:

### ACTION TIP #1

Start a new project by letting your team know how you'll contribute by tapping into the traits from the “**Personality Descriptors**” section.

### ACTION TIP #2

Include the “**Who You Are**” adjectives in your email signature, or your social media profiles. You can refine this later into your Anthem.

### ACTION TIP #3

Settle a disagreement by telling the other person “**How You Add Value.**” Let them know how you communicate and talk about why it's different from how they add value.

\* Refer to your *Fascination Advantage* Report for the actionable tips above

## YOUR DORMANT ADVANTAGE

Your primary and secondary are your top two scores, and these give you an Advantage over others. On the other hand, your dormant Advantage is almost like a disadvantage.

### DORMANT ADVANTAGE

\*Take a look at page 11 of your *Fascination Advantage* Report to read more about your dormant Advantage

This is the mode of communication that is most exhausting and stressful for you.



Once you know your personality's dormant Advantage, you'll understand why certain tasks feel like struggling through Quicksand, and how to avoid spending your energy on those traps.

Review this page carefully and compare it to your Quicksand activities from Module 1. Are you starting to see why your dormant Advantage can be so draining to use?

When working with a team (or even with family), remember that people are less likely to succeed if they have to tap into their dormant Advantage.

Here are some examples of how each Advantage can feel like Quicksand:

IF YOU HAVE...	YOU PROBABLY FEEL UNCOMFORTABLE...
<b>DORMANT INNOVATION</b>	Participating in brainstorming sessions
<b>DORMANT PASSION</b>	Connecting one-on-one with customers or clients
<b>DORMANT POWER</b>	Managing projects or leading meetings
<b>DORMANT PRESTIGE</b>	Competing for the spotlight through excellence
<b>DORMANT TRUST</b>	Following the same procedure every day, with no freedom to try new methods
<b>DORMANT MYSTIQUE</b>	Working in an isolated and quiet environment
<b>DORMANT ALERT</b>	Meeting deadlines and fulfilling regularly scheduled deliverables



# GET TO KNOW YOUR ARCHETYPE

In your Archetype video, I'll show you how the world sees you at your best, and give you one minute coaching to improve your results.

Watch your Archetype video carefully. Next, discuss the video with a few of your closest friends or coworkers.

## Don't know where to find your Archetype video?

- Go to [HowToFascinate.com](http://HowToFascinate.com)
- Login with the email and password you used to take the *Fascination Advantage* Assessment
- Scroll down to see Sally explain your Archetype in your Archetype video.

## Now ask yourself:

Do you identify with the video completely with a "Yes! That's me!"

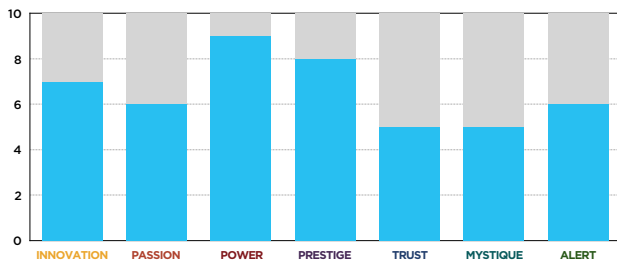
- or -

Do you feel like "That sounds somewhat like me, but there's a few things that aren't quite right."

What does this mean? This question comes down to your analytics, which we'll cover in the next few pages.

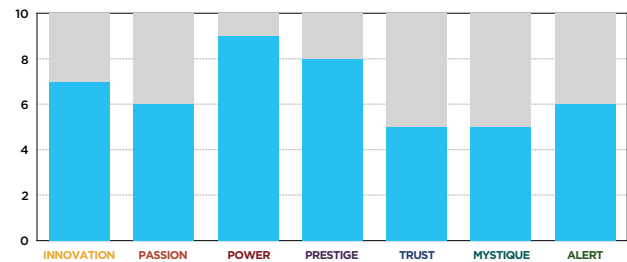
Every personality is special and unique. Likewise, every person who shares the same Archetype with another person is also unique. Your Archetype is comprised of your top two Advantages, but you still use all seven.

Here's an example:



## KATE IS A MAESTRO

Kate's top two Advantages are Power + Prestige. Kate's third highest Advantage is Innovation. Kate leads her team with confidence and high standards, but she also likes to try new ideas on a regular basis. If Kate doesn't think a product is selling well, she'll work with the marketing team to start from scratch on how to sell it. She commands the team with ease and expects them to deliver to her standards.



## JIM IS ALSO A MAESTRO

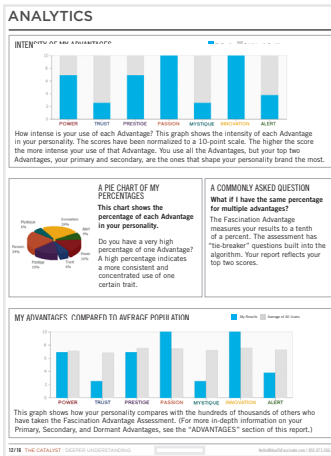
Jim's top two Advantages are Power + Prestige. Jim's third highest Advantage is Trust. Like Kate, he leads with confidence and high standards. Unlike Kate, he sticks with tried and true methods. If Jim's product isn't selling, he meets with the marketing team on a regular basis to go over what worked best in the past. If something isn't quite right, he wants to find another model that's worked for similar companies before changing course.

Both are Maestros. Both are totally unique.



# THE INTENSITY OF YOUR ADVANTAGES

Now it's time to look at your scores for each Advantage. Turn to page 12 of your *Fascination Advantage Report*.



You'll see a bar chart of all 7 Advantages, and how you use each one in your communication.

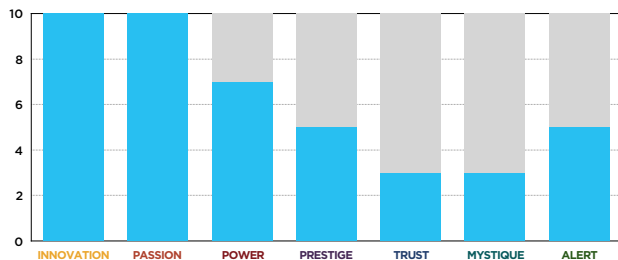
We realize these results might seem a little confusing at first, so let's break it down.

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 Advantages, are the ones that shape your personality brand the most.

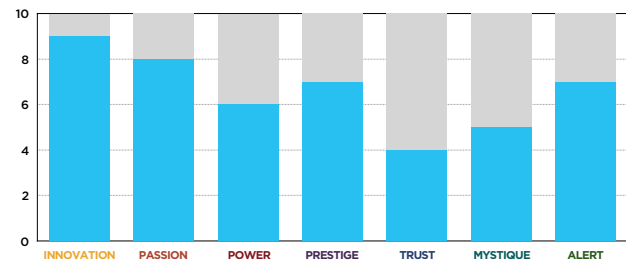
You use every Advantage in your communication, even your dormant Advantage (although this one is far more effortful to use than the others). This fact is why every person who shares an Archetype can be different from each other.

## HERE'S AN EXAMPLE



### SALLY IS A CATALYST

Sally Hogshead is a Catalyst. Her lowest scores are Alert, Mystique and Trust. Because of this, Sally employs individuals with a high amount of Alert, so they can manage the details that Sally isn't naturally suited to deliver. This allows her to focus on big picture ideas.



### KARA IS ALSO A CATALYST

Our team's business development manager Kara, is also a Catalyst, however she scores much higher in Alert and enjoys accounting and number crunching.

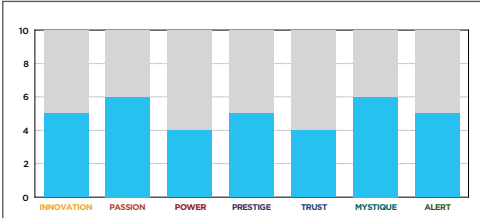
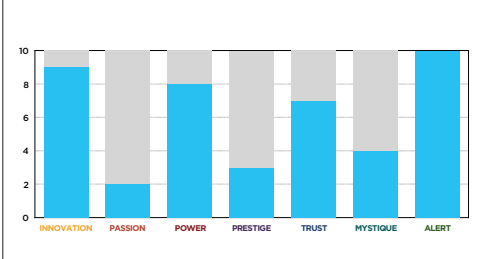
Two Catalysts. Two different personality compositions.



Every break down is different, but here are some scenarios to keep in mind when looking at your own results:

## IF YOU HAVE...

## YOU PROBABLY...

	<p>A very even distribution of Advantages</p>	<p>Have a very well rounded range of Advantages at your disposal. You will still get the best results by focusing on your top two, but you can mix the others in with ease.</p>
	<p>Several that are very high and several very low</p>	<p>Have a very easy time communicating with your top Advantages. When people come to you, they know exactly what to expect. You might be less successful by tapping into your lower Advantages, but you can still do so when needed.</p>

Now that you've analyzed your breakdown more carefully, talk with the same few people from before about your Archetype video. Discuss how well the video fits your personality, and how your unique combination could be affecting your perception of the video. If you disagree with any of the points, compare them to your results to see if you score high in that Advantage.

Here they are again for your reference:

INNOVATION	New ideas and solutions
PASSION	Creating warm emotional connections
POWER	Leading through authority
PRESTIGE	Achieving success with higher standards
TRUST	Building loyalty over time
MYSTIQUE	Thinking before speaking
ALERT	Careful precision

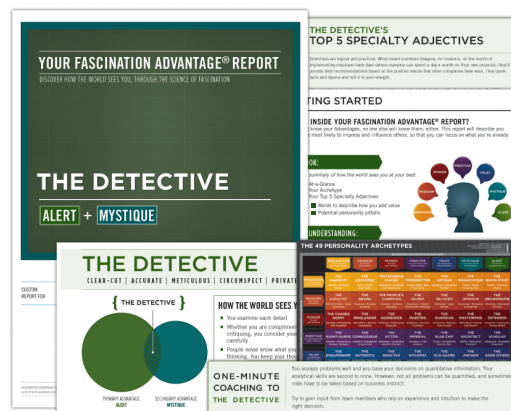


# YOUR SPECIALTY ADJECTIVES

Now that you've taken the time to get to know your results, it's time to start planning out your Anthem.

Turn to page 6 of your report to view your specialty Adjectives.

These are the top 5 adjectives that describe how your personality adds distinct value.



WEEK 2

Look back at your Wellspring/Quicksand worksheet from Week 1. Compare the items you listed with your specialty adjectives. Choose an adjective from your 5 for each task you wrote down. Which adjectives correlate closest with the tasks that fill you with energy?

## Write the Adjectives here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



Example: If a Detective (Alert + Mystique) wrote down the task “Organizing systems to run more efficiently” on their Wellspring/Quicksand worksheet, they might choose the adjective “accurate.”

Once you've chosen an adjective for each task, you should start to see which ones you use most often. These adjectives will be good contenders to use when creating your Anthem in Module 3. But remember, you don't have to just choose from these 5. We'll discuss in the next module where you can pull adjectives.

Until you receive Module 3, keep thinking about your specialty adjectives. Which ones sound most like you?

## List the three adjectives that resonate with you most:

Adjective 1: \_\_\_\_\_

Adjective 2: \_\_\_\_\_

Adjective 3: \_\_\_\_\_



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