



PROJECT FASCINATION INFLUENCER GUIDEBOOK

*Your guide to paying it forward
and helping everyone in your audience
discover their highest value*

SALLY HOGSHEAD AND TEAM FASCINATE

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A FEW WAYS TO JOIN PROJECT FASCINATION

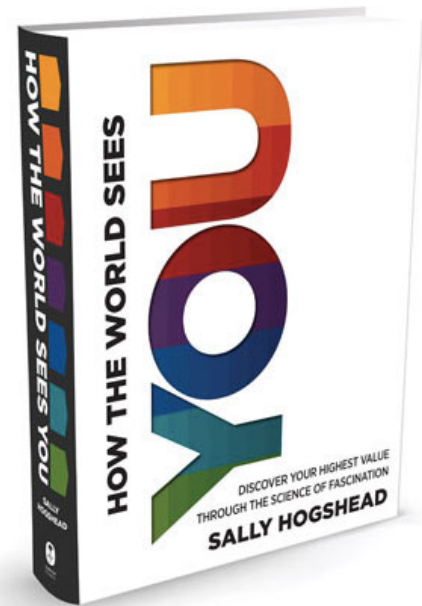
The greatest gift you can give someone is to help them reach their own highest value.

After showing 250,000 others how to add more value, we want to help YOU give the greatest gift. We're paying it forward, and we ask you to do the same.

Our research shows that when a person understands how they naturally create value, they become more confident, more authentic, and more fascinating to listeners.

How could you “pay it forward” to help someone else see his or her own true value? By joining us in Project Fascination. Starting June 3rd, we'll be inviting influencers and fans who want to help us spread the message.

Is there a specific group or organization you want to help? Maybe it's a nonprofit, a veteran association, or a faith-based organization? We'll give you the tools you need to reach out and show these groups the best of how the world sees them. Email us at hello@howtofascinate.com to get started.



HOW PROJECT FASCINATION WORKS

Project Fascination has a mission: We want to show 100,000 people their highest value — in other words, how they are most likely to make a difference in the world.

Will you join us in this experiment? We want to help YOU involve and engage your community, so we've made Project Fascination... well, fascinating. Here's how it works:

- **STEP 1:** Create your custom code [here](#).
- **STEP 2:** Check your email. Your custom code will be waiting for you as well as instructions for sharing.
- **STEP 3:** Start sharing! Who do you know who could benefit from knowing their highest value? Give this free gift to family members, friends, and co-workers.

**Make sure you share before it's too late! These free codes expire July 25.

A LOOK BEHIND THE SCENES WITH THE FASCINATION ADVANTAGE

How is your personality most likely to impress and influence the person sitting on the other side of the table?

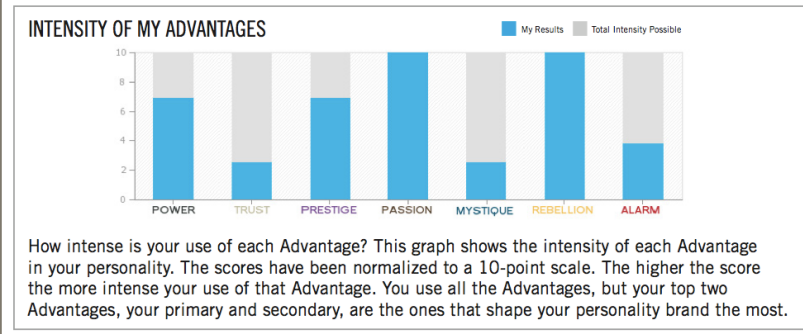
Once you know what makes you valuable to others, you're more authentic and confident, and more likely to make a positive impression.

The Fascination Advantage® Assessment is the first personality assessment developed with branding, rather than psychology. Unlike traditional tests (such as Myers-Briggs or StrengthsFinder), this isn't measuring how you see the world, but how the world sees you.

In less than 5 minutes, you can discover your own highest value.

Your custom report will identify how the world sees you at your best. You'll find out how your communication naturally impresses and influences others (or not). In-depth analytics will reveal how you compare to 250,000

ANALYTICS



participants, based on Sally Hogshead's decade of research inside thousands of companies including AT&T and Cisco.

SALLY EXPLAINS YOUR ARCHETYPE

THE MAESTRO'S TOP 5 SPECIALTY ADJECTIVES

+
WELLSPRING

- 1. AMBITIOUS** Their constant drive means you'll find they have years' time.
- 2. FOCUSED** As soon as a Maestro passively observes...
- 3. CONFIDENT** They have a gap account management percentage that they like to be...
- 4. UNCOMPROMISING** Maestros stay on team to back drive they ensure the...
- 5. FORMIDABLE** While their drive leadership advantage everyone follow...

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

12 HYPERLINKS FOR YOUR FASCINATION ADVANTAGE

Tweet these to your audience. Just click each statement below to start sharing.

12. The greatest value you can add is to become more of yourself.
11. You will not make a difference by being quiet. You only make a difference by being heard.
10. To become more successful, don't change who you are. Become more of who you are.
9. Stand out, or don't bother.
8. Clients don't hire you because you are balanced. They hire you because you are extraordinary in some way.
7. You will never rise to your greatest potential by being all things to all people.
6. 100% yourself trumps 100% perfect.
5. You don't learn how to be fascinating. You unlearn how to be boring.
4. You don't have to find the light. You are the light. And when you let your personality shine, you can light up the world.
3. Your personality is the greatest differentiator that you have.
2. The most powerful way to empower someone is to show them their own highest value.
1. The world is not changed by people who sort of care.