

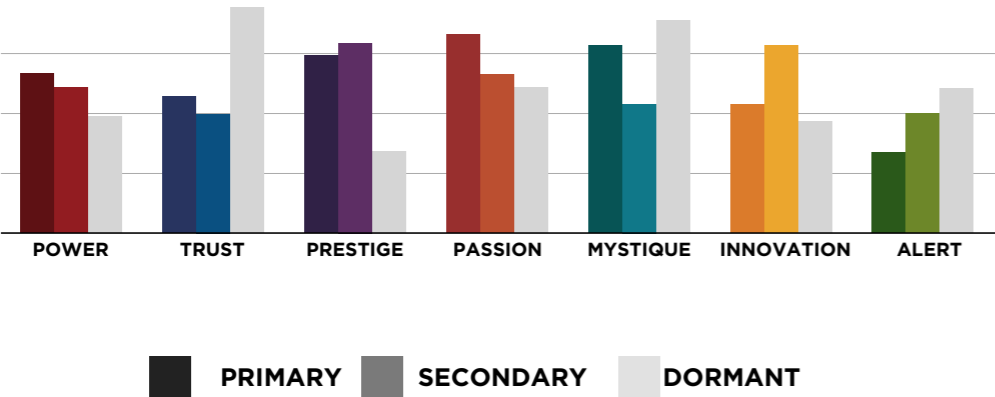
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
PURE ROMANCE ON 4/19/15

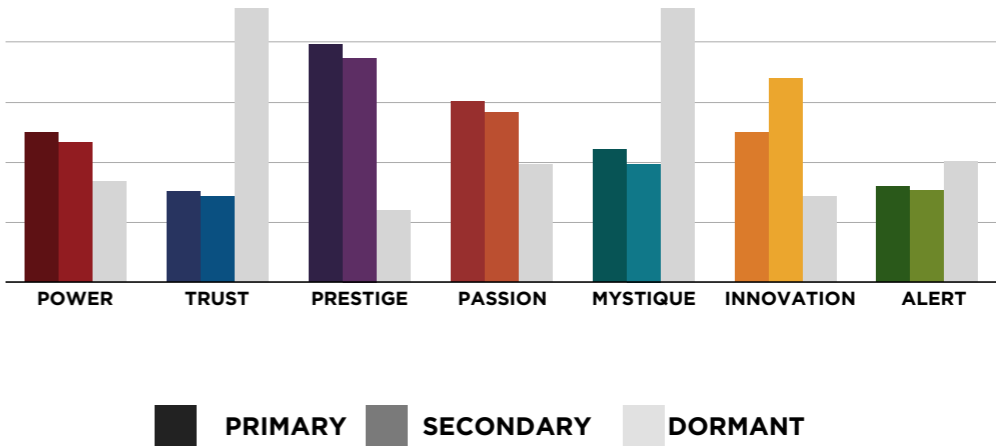


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

**AVERAGE RESULTS
OF THE FASCINATION ADVANTAGE TEST**

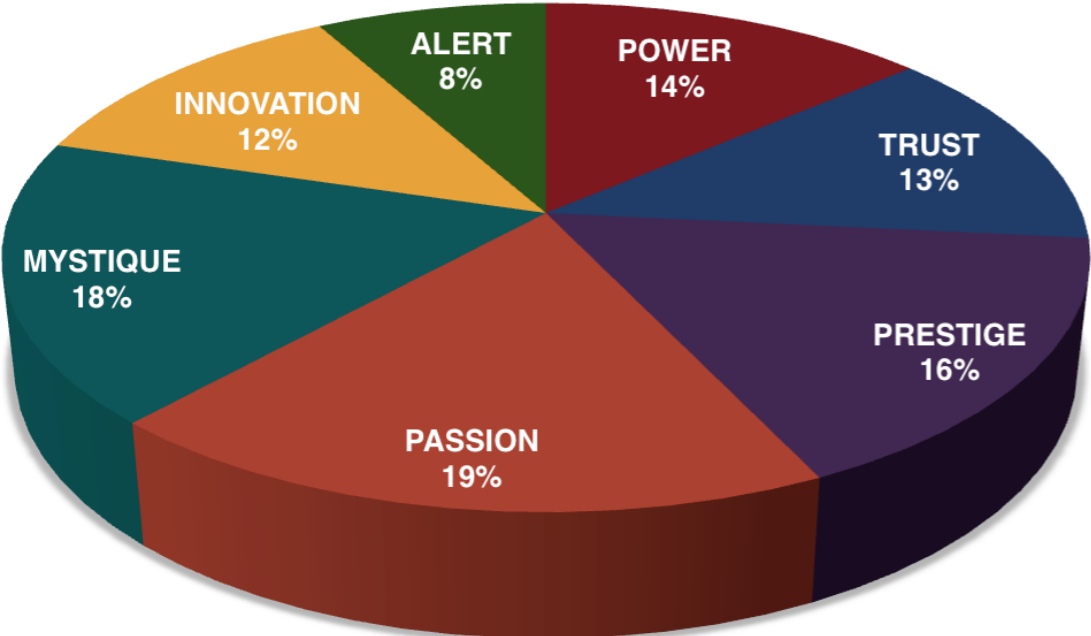


**PURE ROMANCE RESULTS
OF THE FASCINATION ADVANTAGE TEST**

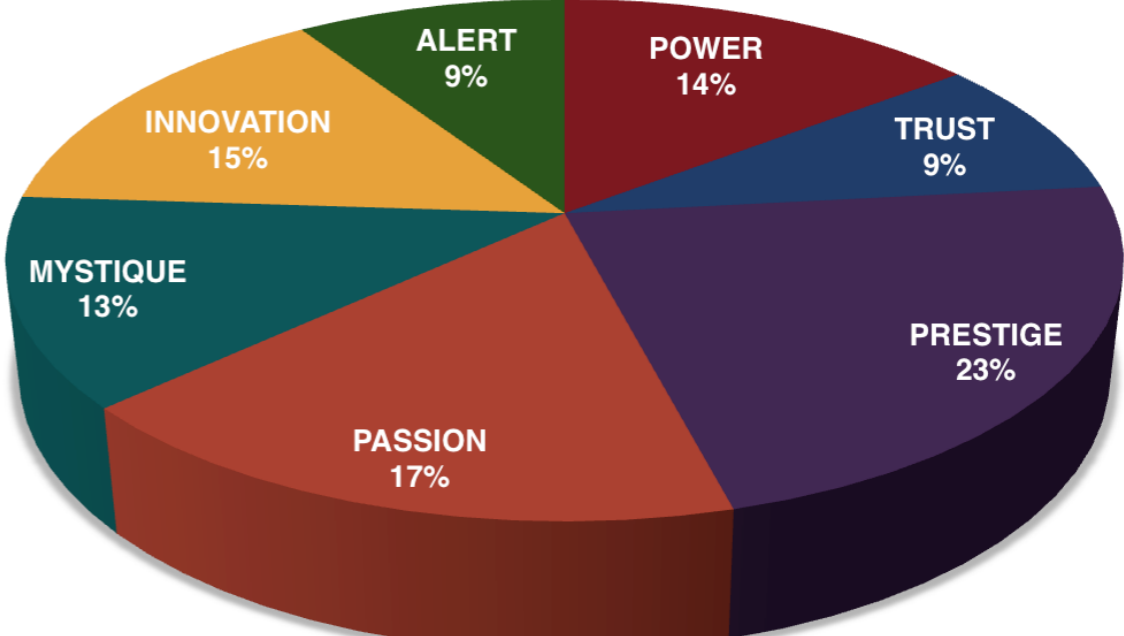


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 600,000 PEOPLE.

AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



PURE ROMANCE RESULTS FROM THE FASCINATION ADVANTAGE TEST



WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

THE 49 PERSONALITY ARCHETYPES

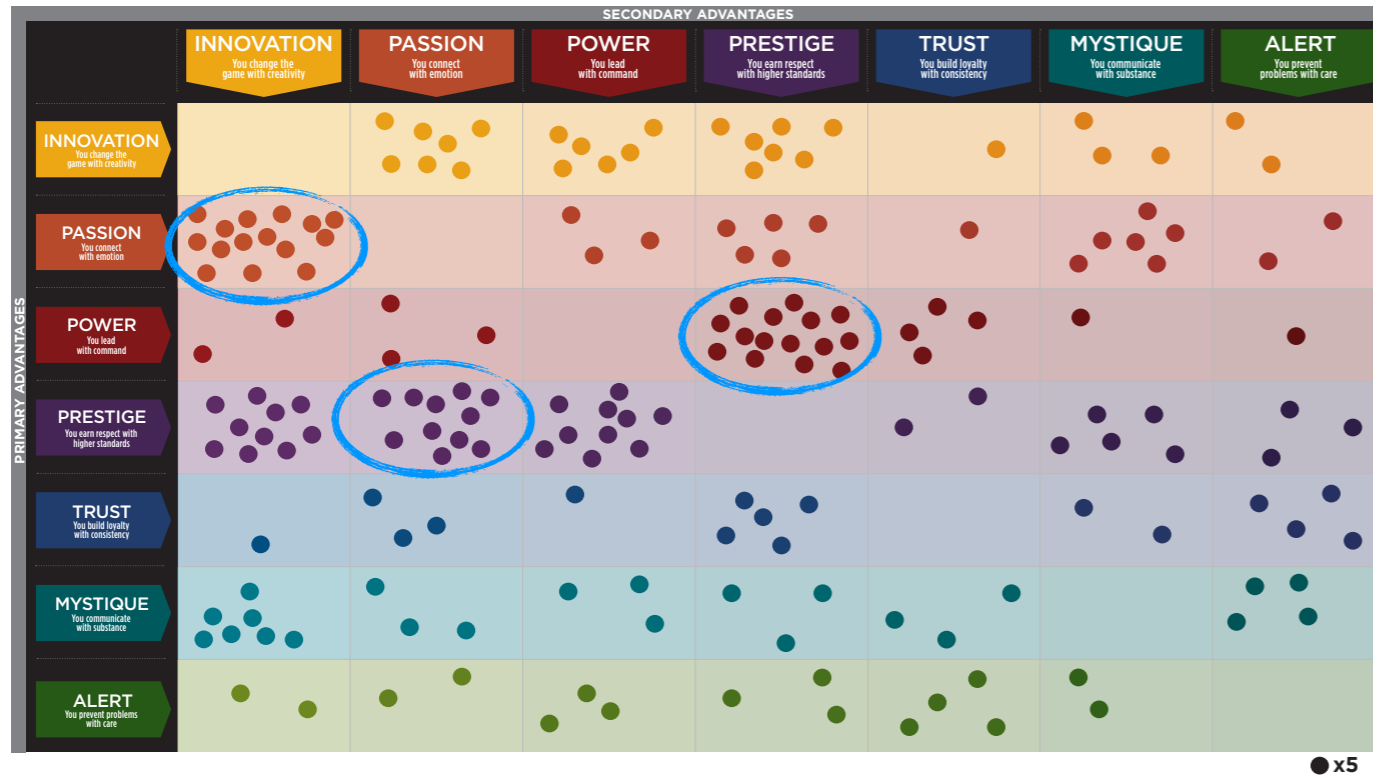
CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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SECONDARY FASCINATION ADVANTAGE®

	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
INNOVATION You change the game with creativity	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
PASSION You connect with emotion	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
POWER You lead with command	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
PRESTIGE You earn respect with higher standards	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
TRUST You build loyalty with consistency	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
MYSTIQUE You communicate with substance	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
ALERT You prevent problems with care	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®

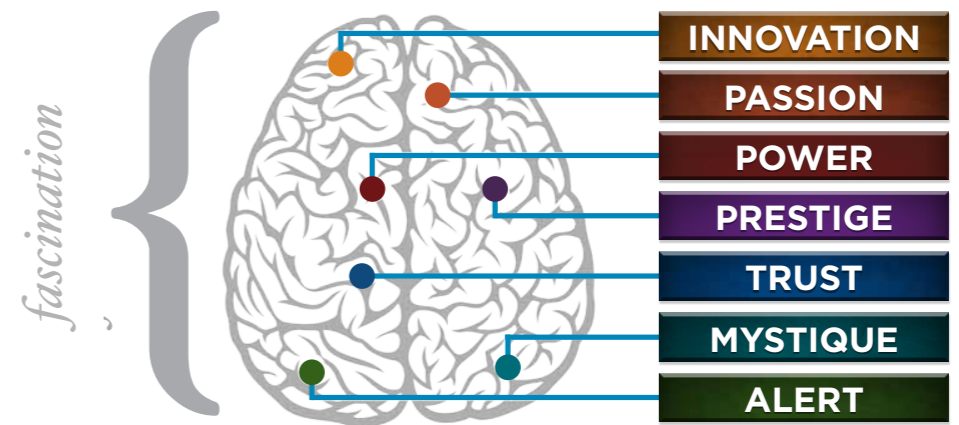
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



This diagram shows the concentration of Personality Archetypes of the organization.

	SECONDARY ADVANTAGES						
	INNOVATION <small>You change the game with creativity</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You earn respect with higher standards</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with substance</small>	ALERT <small>You prevent problems with care</small>
INNOVATION <small>You change the game with creativity</small>		4.0%	3.2%	4.1%	0.6%	1.5%	1.3%
PASSION <small>You connect with emotion</small>	8.2%		1.4%	2.5%	0.3%	3.5%	1.2%
POWER <small>You lead with command</small>	0.9%	1.9%		8.3%	2.2%	0.8%	0.6%
PRESTIGE <small>You earn respect with higher standards</small>	5.5%	6.0%	5.4%		1.2%	3.0%	1.5%
TRUST <small>You build loyalty with consistency</small>	0.6%	1.4%	0.6%	2.8%		1.2%	2.2%
MYSTIQUE <small>You communicate with substance</small>	3.6%	1.4%	1.8%	1.9%	1.9%		2.3%
ALERT <small>You prevent problems with care</small>	1.0%	1.3%	1.7%	1.8%	2.4%	1.1%	

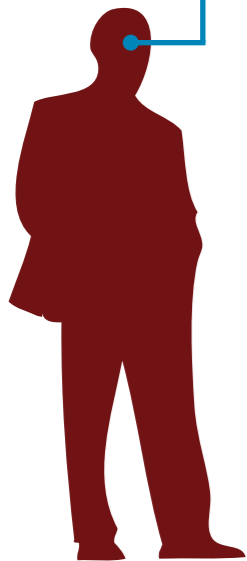
This is your custom measurement of Fascination Scores. The diagram to the right shows the actual percentages of each Personality Archetype within the organization.



BASED ON YOUR AUDIENCE'S SCORES FOR "THE FASCINATION ADVANTAGE ASSESSMENT," WE IDENTIFIED THEIR UNIQUE PERSONALITY ADVANTAGES.

WE THEN BUILT CUSTOMIZED INSIGHTS TO PINPOINT WHAT MAKES THIS ORGANIZATION UNIQUELY FASCINATING.

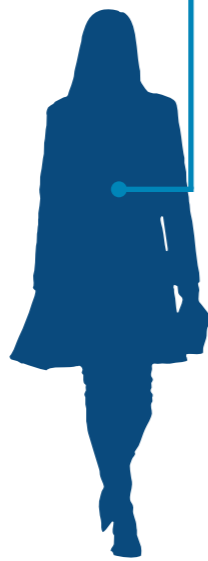
YOU ARE **0.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **POWER** AS A PRIMARY ADVANTAGE



POWER

Confident
Goal-Oriented
Decisive

YOU ARE **29.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY ADVANTAGE



TRUST

Stable
Dependable
Familiar

YOU ARE **35.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY ADVANTAGE



PRESTIGE

Ambitious
Results-Oriented
Respected

YOU ARE **10.3%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY ADVANTAGE



PASSION

Expressive
Intuitive
Engaging

YOU ARE **21.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY ADVANTAGE



MYSTIQUE

Independent
Logical
Observant

YOU ARE **23.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **INNOVATION** AS A PRIMARY ADVANTAGE



INNOVATION

Creative
Visionary
Entrepreneurial

YOU ARE **6.1%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALERT** AS A PRIMARY ADVANTAGE



ALERT

Proactive
Organized
Detailed

7 WAYS TO SELL

INNOVATION

Excite with something
new and creative

PASSION

Express enthusiasm
to build the relationship

POWER

Demonstrate how you can support
your customer's success

PRESTIGE

Start with your best seller

TRUST

Show how you are dependable over time

MYSTIQUE

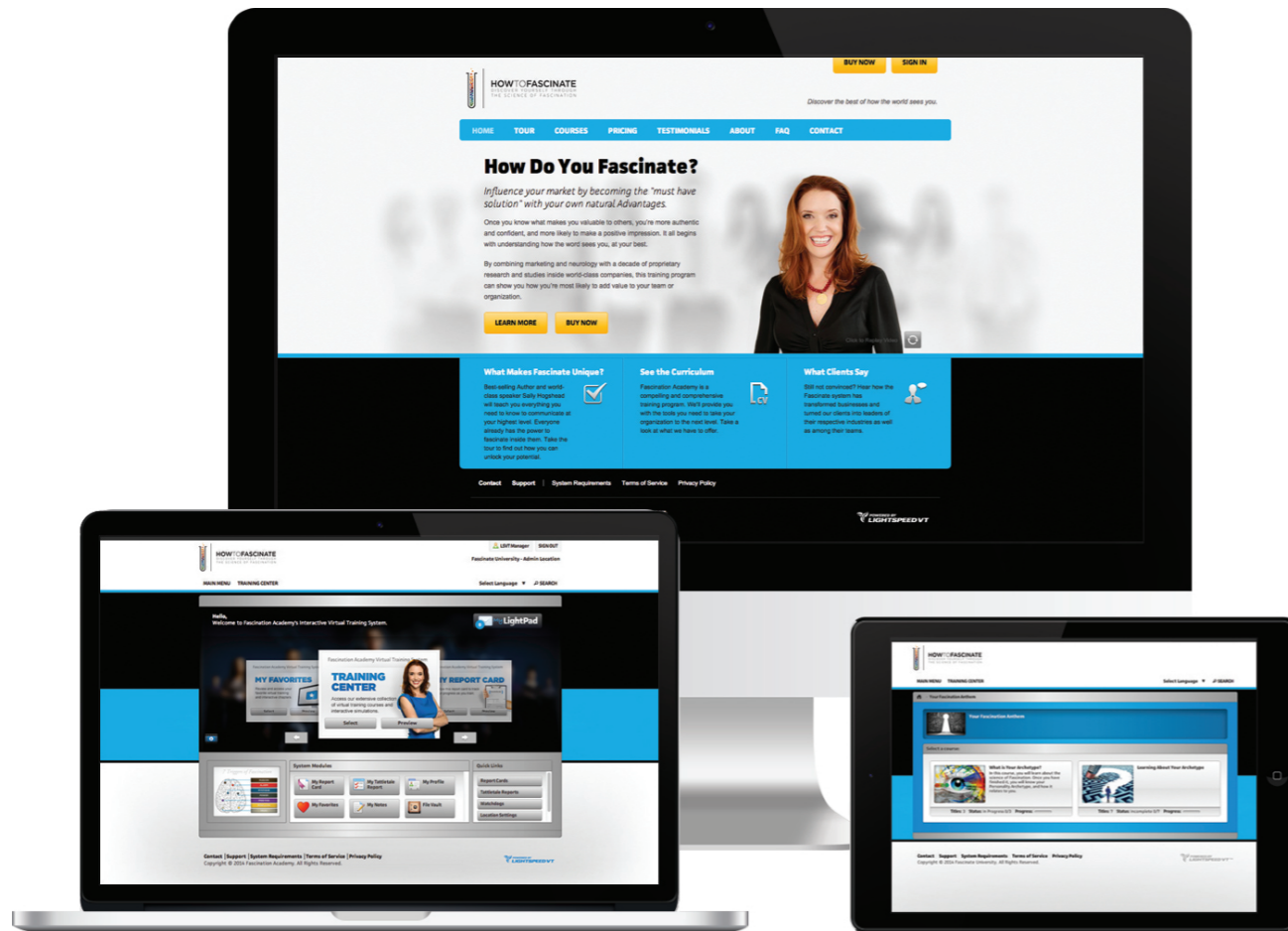
Invite them to discover more
about what you offer

ALERT

Offer time-limited savings

FASCINATION ACADEMY

Virtual training that's as individual as you are.



- + **Inspire a culture of engagement** where you and your Pure Romance Family all perform at your best.
- + **Build confidence** and meaningful relationships to grow your consultant team, party revenue and create unforgettable customer experiences.
- + **Track, measure and monitor** the progress of your new consultants with real-time analytics so you can help them learn more about creating their own success the Pure Romance way.

ENROLL IN YOUR FREE TRIAL NOW!

Questions? Hello@HowToFascinate.com