

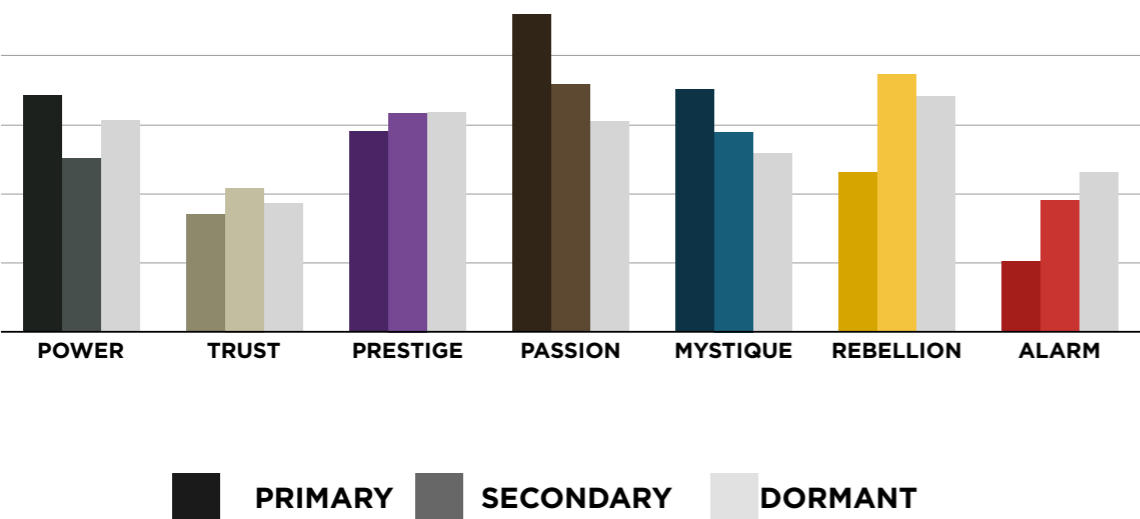
AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO
SOCIAL MEDIA MARKETING WORLD ON 04/08/13

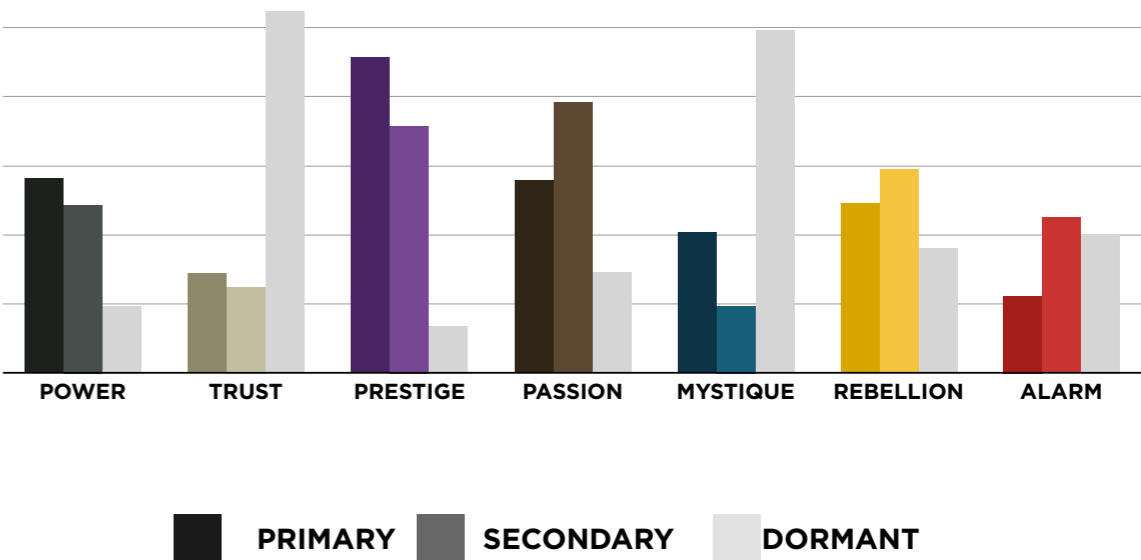


THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 140,000 PEOPLE.

AVERAGE RESULTS OF THE FASCINATION ADVANTAGE TEST



SOCIAL MEDIA MARKETING WORLD RESULTS OF THE FASCINATION ADVANTAGE TEST



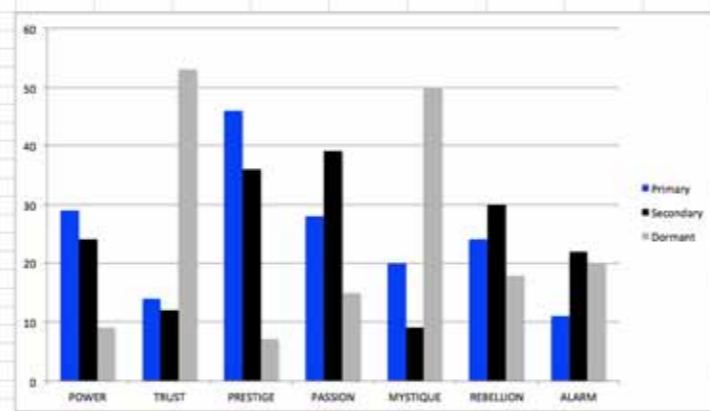
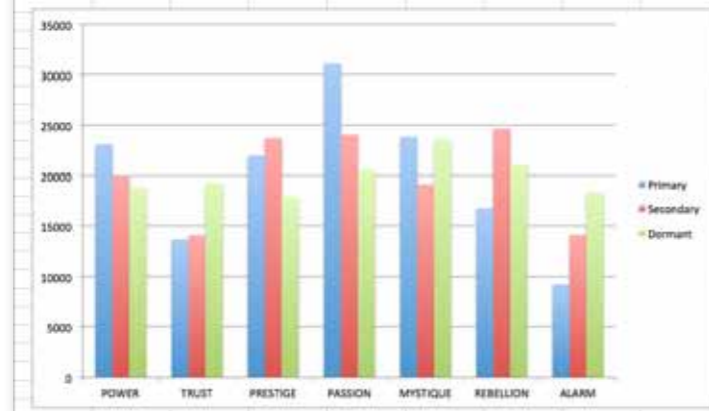
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Primary	Secondary	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION	
Power	Prestige	The Maestro	19	11.05%	PASSION			3	4	5	6	10	
Prestige	Passion	The Connoisseur	18	10.47%	TRUST	3			7	1	3		
Passion	Rebellion	The Catalyst	10	5.81%	MYSTIQUE	5	1			1	5	8	
Prestige	Rebellion	The Avant-Garde	9	5.23%	PRESTIGE	18	1	3		9	6	9	
Prestige	Power	The Victor	9	5.23%	POWER	3	4	1	19			2	
Mystique	Rebellion	The Secret Weapon	8	4.65%	ALARM	3	5	1		1		1	
Trust	Prestige	The Diplomat	7	4.07%	REBELLION	7	1	1	6	7	2		
Rebellion	Power	The Maverick Leader	7	4.07%									
Rebellion	Passion	The Rockstar	7	4.07%									
Passion	Alarm	The Orchestrator	6	3.49%		PASSION		TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
Prestige	Alarm	The Perfectionist	6	3.49%	PASSION			1.7%	2.3%	2.9%	3.5%	5.8%	
Rebellion	Prestige	The Trendsetter	6	3.49%	TRUST	1.7%			4.1%	0.6%	1.7%		
Passion	Power	The Advocate	5	2.91%	MYSTIQUE	2.9%	0.6%			0.6%	2.9%	4.7%	
Mystique	Alarm	The Bullseye	5	2.91%	PRESTIGE	10.5%	0.6%	1.7%		5.2%	3.5%	5.2%	
Mystique	Passion	The Subtle Touch	5	2.91%	POWER	1.7%	2.3%	0.6%	11.0%			1.2%	
Alarm	Trust	The Sustainer	5	2.91%	ALARM	1.7%	2.9%	0.6%		0.6%		0.6%	
Power	Trust	The Guardian	4	2.33%	REBELLION	4.1%	0.6%	0.6%	3.5%	4.1%	1.2%		
Passion	Prestige	The Talent	4	2.33%									
Prestige	Mystique	The Architect	3	1.74%									
Trust	Passion	The Authentic	3	1.74%									
Alarm	Passion	The Coordinator	3	1.74%									
Trust	Alarm	The Good Citizen	3	1.74%									
Passion	Mystique	The Intrigue	3	1.74%									
Power	Passion	The Ringleader	3	1.74%									
Power	Rebellion	The Change Agent	2	1.16%									
Rebellion	Alarm	The Quick-Start	2	1.16%									
Rebellion	Trust	The Artisan	1	0.58%									
Prestige	Trust	The Blue Chip	1	0.58%									
Alarm	Rebellion	The Craftsman	1	0.58%									
Trust	Power	The Gravitas	1	0.58%									

As we prepared for the event, here's our spreadsheet, organized by "Personality Archetype"

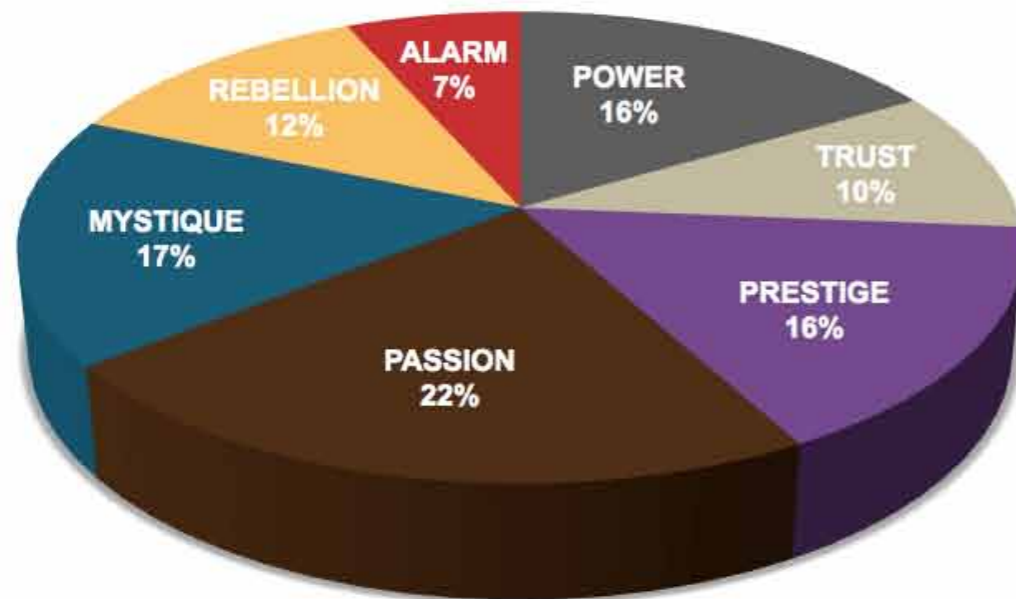
AVERAGE POPULATION									Social Media Marketing World								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	23117	13655	21983	31113	23852	16781	9247	139748	Primary	29	14	46	28	20	24	11	172
Secondary	19987	14081	23720	24056	19144	24650	14110	139748	Secondary	24	12	36	39	9	30	22	172
Dormant	18839	19273	17900	20599	23607	21128	18402	139748	Dormant	9	53	7	15	50	18	20	172

	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.5%	9.8%	15.7%	22.3%	17.1%	12.0%	6.6%	100.0%	Primary	16.9%	8.1%	26.7%	16.3%	11.6%	14.0%	6.4%	100.0%
Secondary	14.3%	10.1%	17.0%	17.2%	13.7%	17.6%	10.1%	100.0%	Secondary	14.0%	7.0%	20.9%	22.7%	5.2%	17.4%	12.8%	100.0%
Dormant	13.5%	13.8%	12.8%	14.7%	16.9%	15.1%	13.2%	100.0%	Dormant	5.2%	30.8%	4.1%	8.7%	29.1%	10.5%	11.6%	100.0%

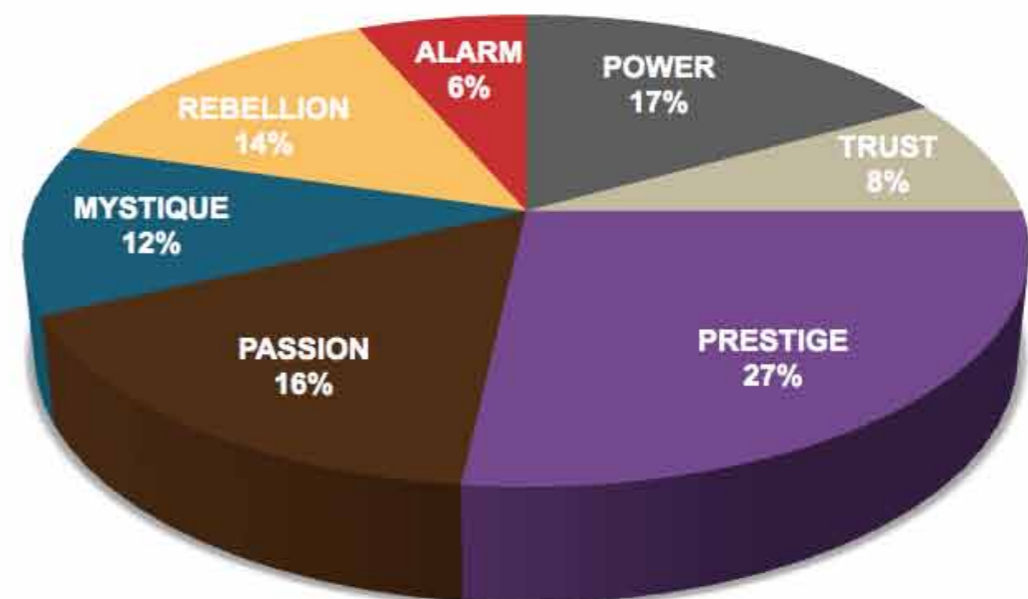


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AVERAGE RESULTS FROM THE FASCINATION ADVANTAGE TEST



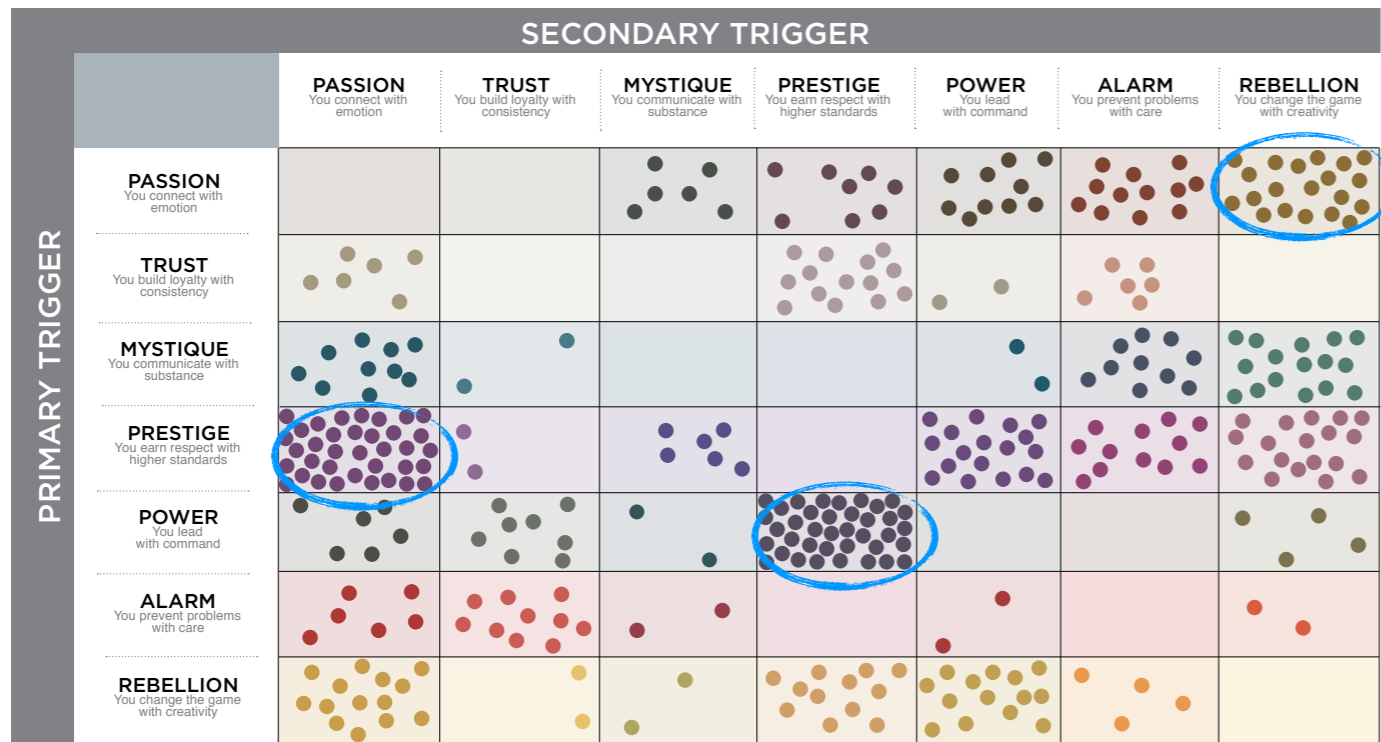
SOCIAL MEDIA MARKETING WORLD RESULTS FROM THE FASCINATION ADVANTAGE TEST



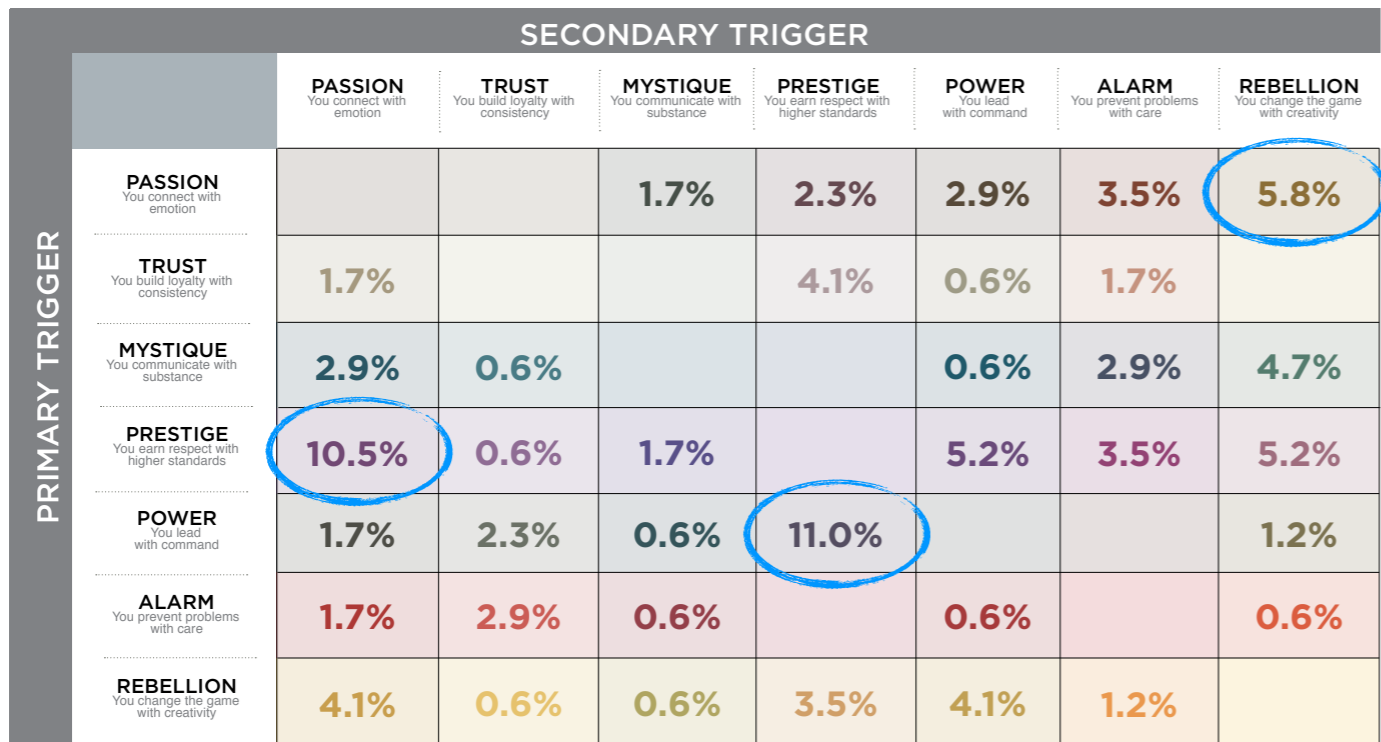
WE COMPARED YOUR FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		SECONDARY TRIGGER						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALARM You prevent problems with care	REBELLION You change the game with creativity
PRIMARY TRIGGER	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Perceptive • Nuanced Selective	THE TALENT Expressive • Stylish Emotionally Intelligent	THE ADVOCATE Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Detail-Oriented	THE CATALYST Outgoing • Experimental Out-of-the-Box
	TRUST You build loyalty with consistency	THE AUTHENTIC Agreeable • Accessible Dependable	THE OLD GUARD Predictable • Safe Unmovable	THE VAULT Analytical • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Conscientious • Modest Preventative	THE EVOLUTIONARY Curious • Open-Minded Developing over Time
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Profound • Discerning Self-Sufficient	THE WISE OWL Observant • Assured Unruffled	THE STOIC Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Reserved	THE VEILED STRENGTH Rational • Intentional Substantive	THE BULLSEYE Precise • Sharp Under-the-Radar	THE SECRET WEAPON Clever • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Astute • Discriminating In-the-Know	THE BLUE CHIP Classic • Timeless "Best-in-Class"	THE ARCHITECT Sterling • Skillful Restrained	THE LAST WORD Deliberate • Crisp Uncompromising	THE VICTOR Respected • Competitive Results-Oriented	THE PERFECTIONIST Driven • Disciplined Standard-Bearer	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Admired Focused	THE AGGRESSOR Dominant • Forceful Emphatic	THE WATCHDOG Proactive • Alert Cautionary	THE CHANGE AGENT Inventive • Vivid Quick-Witted
	ALARM You prevent problems with care	THE COORDINATOR Organized • Practical Protective	THE SUSTAINER Steadfast • Composed By-the-Book	THE INSPECTOR Private • Efficient Meticulous	THE EDITOR-IN-CHIEF Productive • Detailed Skilled	THE SHERIFF Tireless • Decisive Goal-Oriented	THE HIGH ALERT Vigilant • Exacting Prepared	THE CRAFTSMAN Strategic • Fine-Tuned Judicious
	REBELLION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-Like	THE PROVOCATEUR Innovative • Witty Unconventional	THE TRENDSETTER Elite • Progressive Advanced	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Startling • Unpredictable Intensely Creative

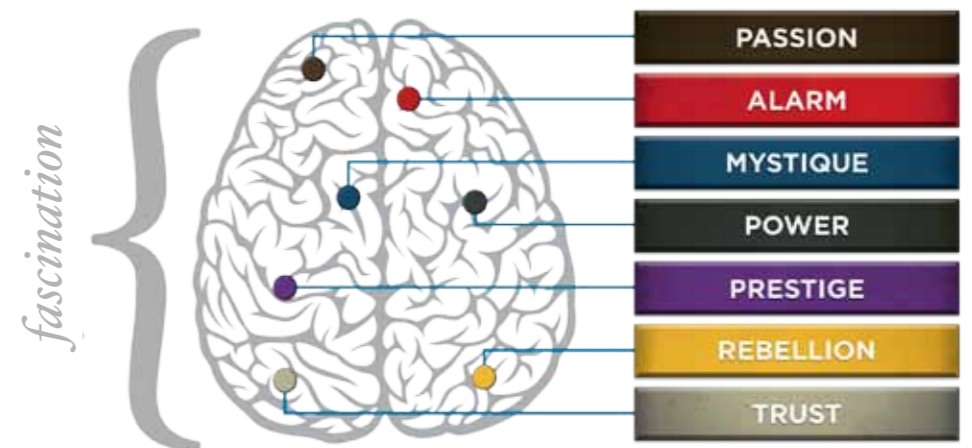
THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



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



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 TEST," WE IDENTIFIED THEIR UNIQUE PERSONALITY STRENGTHS.

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

11% OF YOU ARE
"THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

YOU ARE **57.4%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **PRESTIGE** AS A PRIMARY TRIGGER

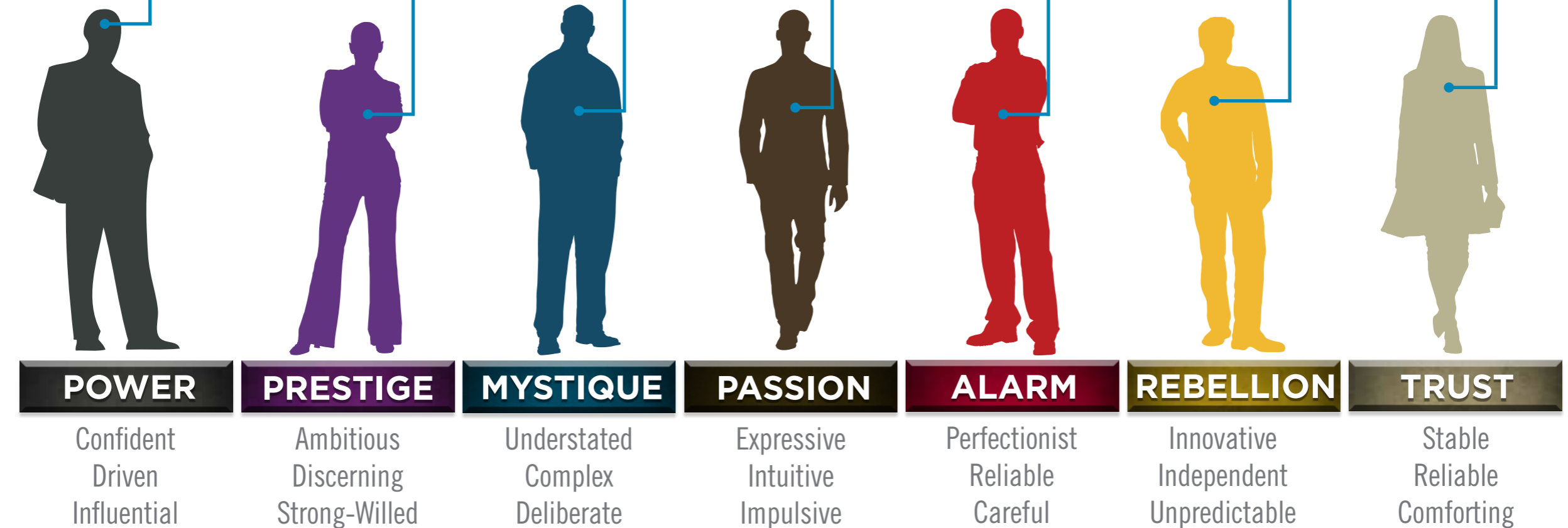
YOU ARE **27.9%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **MYSTIQUE** AS A PRIMARY TRIGGER

YOU ARE **19.7%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **PASSION** AS A PRIMARY TRIGGER

YOU ARE **32.8%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **ALARM** AS A PRIMARY TRIGGER

YOU ARE **18.8%** MORE LIKELY THAN THE AVERAGE POPULATION TO HAVE **REBELLION** AS A PRIMARY TRIGGER

YOU ARE **16.4%** LESS LIKELY THAN THE AVERAGE POPULATION TO HAVE **TRUST** AS A PRIMARY TRIGGER



HOW YOUR CO-WORKERS FASCINATE

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH
STRONG PEOPLE SKILLS

MYSTIQUE

SOLO INTELLECT BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH HIGHER STANDARDS

ALARM

PRECISE DETAIL MANAGER

REBELLION

INNOVATIVE PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

NEW WAYS WE TEACH GROUPS HOW TO COMMUNICATE AT THEIR HIGHEST VALUE

Every personality has one distinct advantage. When you identify and apply this advantage, people become more valuable, memorable, and engaged. In Sally Hogshead's presentation, you learned your primary advantage. Now you can bring this groundbreaking research and insights back to your whole team.

Just click on the images below, and you'll see full details and pricing.

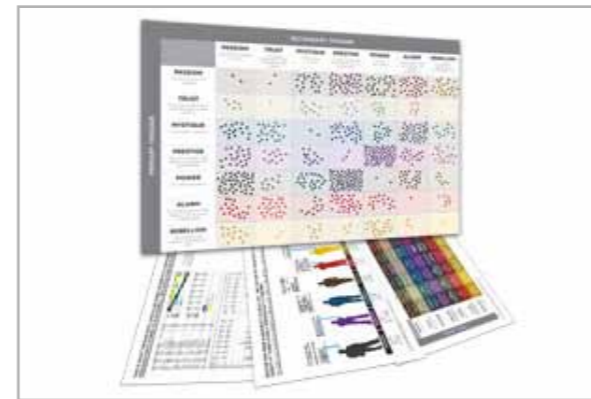
Questions? Don't hesitate to email our friendly team: Start@howtofascinate.com



Fascination Advantage™ Test & Report
Our flagship personal brand analysis



Win the Moment
Immediately communicate your highest value



Your Team Advantage
Custom analysis of your team or organization, including "Heat Map" of archetypes, to discover your key shared strengths



Special Package
Buy both our flagship *Fascination Advantage Test & Report* and *Win the Moment* together at a discounted price for individuals or teams