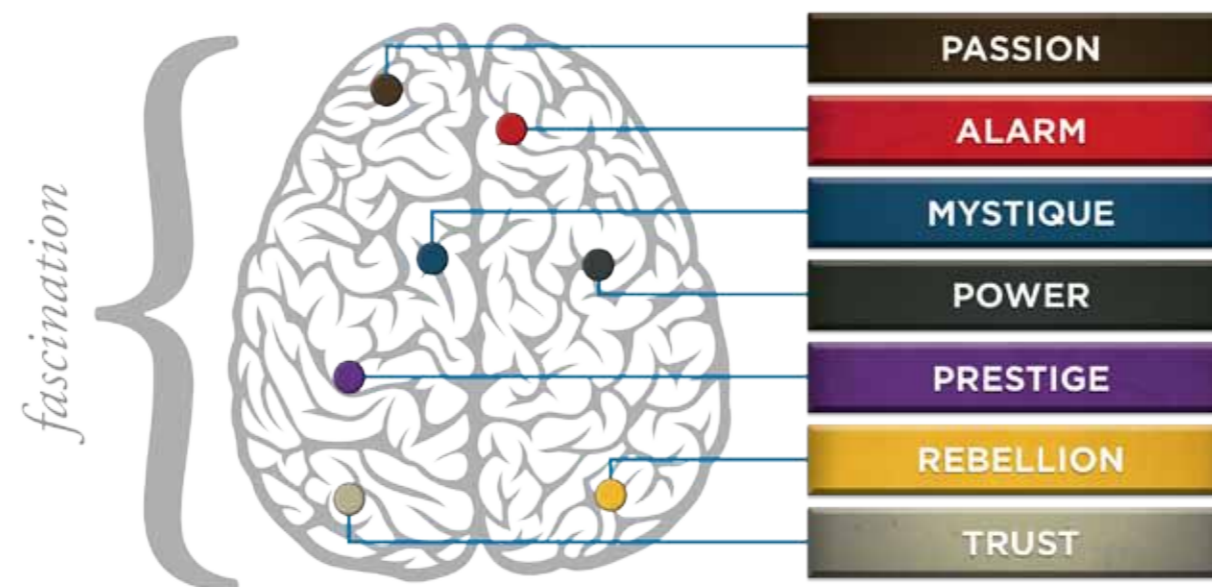


AN INSIDER'S *look* AT THE RESEARCH

FROM SALLY HOGSHEAD'S PRESENTATION TO MDRT ON 06/12/12



“The groundbreaking Fascinate personality test literally had our room of 500 executives standing up from their chairs to get every detail.”

- Verne Harnish
Fortune Growth Summit, CEO Gazelles
Author of Mastering the Rockefeller Habits

Contents: **CONFIDENTIAL**

HELLO, MEMBERS OF MDRT:

Inside this document, you'll discover our proprietary research on what makes your group most fascinating. If you're ready to begin your customized journey into the science of fascination, please continue.

The following is based on several years of proprietary research, and experience with more than 100,000 participants. Our experts have assembled the key top-line findings about your organization. This is exclusively for you. Please do not post online.

You are already fascinating—and our research proves it. We've measured the individuals in your group to show how your organization earns attention, as a whole. Our goal is to help you unlock the nuances of how you fascinate, and how to hone this natural strength to its greatest potential.

Now, invite your team and company to take part in the Fascination Advantage Test. With our preferred pricing, you'll get a discount for groups sized between 50 and 50,000 employees. Once you discover each person's fascination triggers, you can apply the Fascinate system to your whole team.

This is not about how you see the world, but how the world sees you.

At Fascinate, Inc., we're constantly studying incoming results from our Fascination Advantage Test. Every month, you will find new research available at [HowToFascinate.com](https://www.howtofascinate.com). In the meantime, if you have any questions or comments, please don't hesitate to share them at hello@howtofascinate.com. One of our experts will be happy to help.

Warm regards,

Fascinate, Inc.



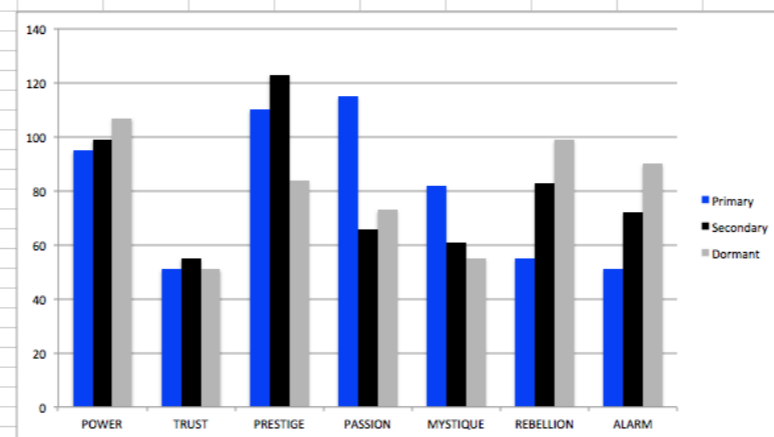
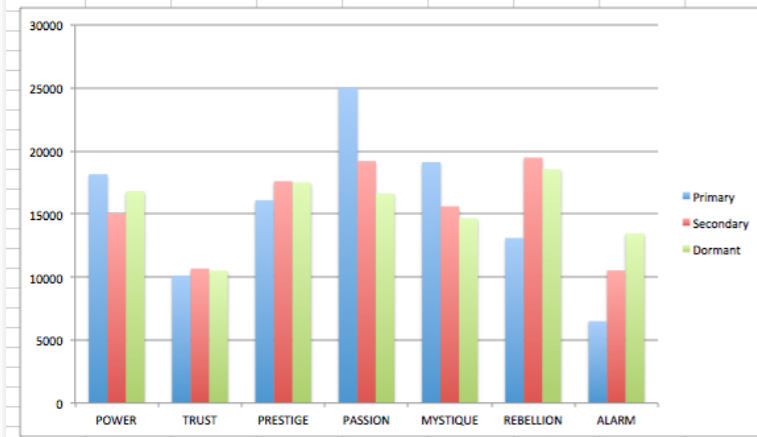
THIS IS WHAT THE RAW DATA ORIGINALLY LOOKED LIKE WHEN WE BEGAN TO COMPARE YOUR ORGANIZATION'S SCORES TO OUR OVERALL TEST POPULATION OF OVER 100,000 PEOPLE.

Primary	Secondary	Dormant	Archetype	Sum	Percentage		PASSION	TRUST	MYSTIQUE	PRESTIGE	POWER	ALARM	REBELLION
power	prestige	mystique	The Maestro	40	7.16%	PASSION		10	11	38	15	14	27
passion	prestige	rebellion	The Talent	38	6.80%	TRUST	10		11	7	9	12	2
prestige	power	rebellion	The Victor	36	6.44%	MYSTIQUE	15	7		14	10	19	17
passion	rebellion	alarm	The Catalyst	27	4.83%	PRESTIGE	13	15	10		36	16	20
rebellion	power	prestige	The Maverick	22	3.94%	POWER	15	5	16	40		7	12
prestige	rebellion	passion	The Avant-Garde	20	3.58%	ALARM	3	14	5	17	7		5
mystique	alarm	rebellion	The Bullseye	19	3.40%	REBELLION	10	4	8	7	22	4	
alarm	prestige	power	The Editor	17	3.04%								
mystique	rebellion	alarm	The Secret Weapon	17	3.04%								
power	mystique	alarm	The Mastermind	16	2.86%								
prestige	alarm	rebellion	The Perfectionist	16	2.86%								
mystique	passion	trust	The Subtle Tactician	15	2.68%								
passion	power	rebellion	The Advocate	15	2.68%	PASSION		1.8%	2.0%	6.8%	2.7%	2.5%	4.8%
power	passion	prestige	The Ringleader	15	2.68%	TRUST	1.8%		2.0%	1.3%	1.6%	2.1%	0.4%
prestige	trust	alarm	The Blue Chipper	15	2.68%	MYSTIQUE	2.7%	1.3%		2.5%	1.8%	3.4%	3.0%
alarm	trust	passion	The Maintainer	14	2.50%	PRESTIGE	2.3%	2.7%	1.8%		6.4%	2.9%	3.6%
mystique	prestige	rebellion	The Velvet Rope	14	2.50%	POWER	2.7%	0.9%	2.9%	7.2%		1.3%	2.1%
passion	alarm	prestige	The Accelerator	14	2.50%	ALARM	0.5%	2.5%	0.9%	3.0%	1.3%		0.9%
prestige	passion	mystique	The Connoisseur	13	2.33%	REBELLION	1.8%	0.7%	1.4%	1.3%	3.9%	0.7%	
power	rebellion	prestige	The Change Agent	12	2.15%								
trust	alarm	passion	The Good Citizen	12	2.15%								
passion	mystique	prestige	The Intriguer	11	1.97%								
trust	mystique	passion	The Vault	11	1.97%								
mystique	power	rebellion	The Veiled Strategist	10	1.79%								
passion	trust	alarm	The Beloved	10	1.79%								
prestige	mystique	alarm	The Architect	10	1.79%								

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

AVERAGE POPULATION									MDRT								
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	18153	10113	16090	25047	19117	13096	6490	108106	Primary	95	51	110	115	82	55	51	559
Secondary	15047	10665	17597	19195	15605	19474	10523	108106	Secondary	99	55	123	66	61	83	72	559
Dormant	16807	10499	17495	16625	14663	18552	13465	108106	Dormant	107	51	84	73	55	99	90	559

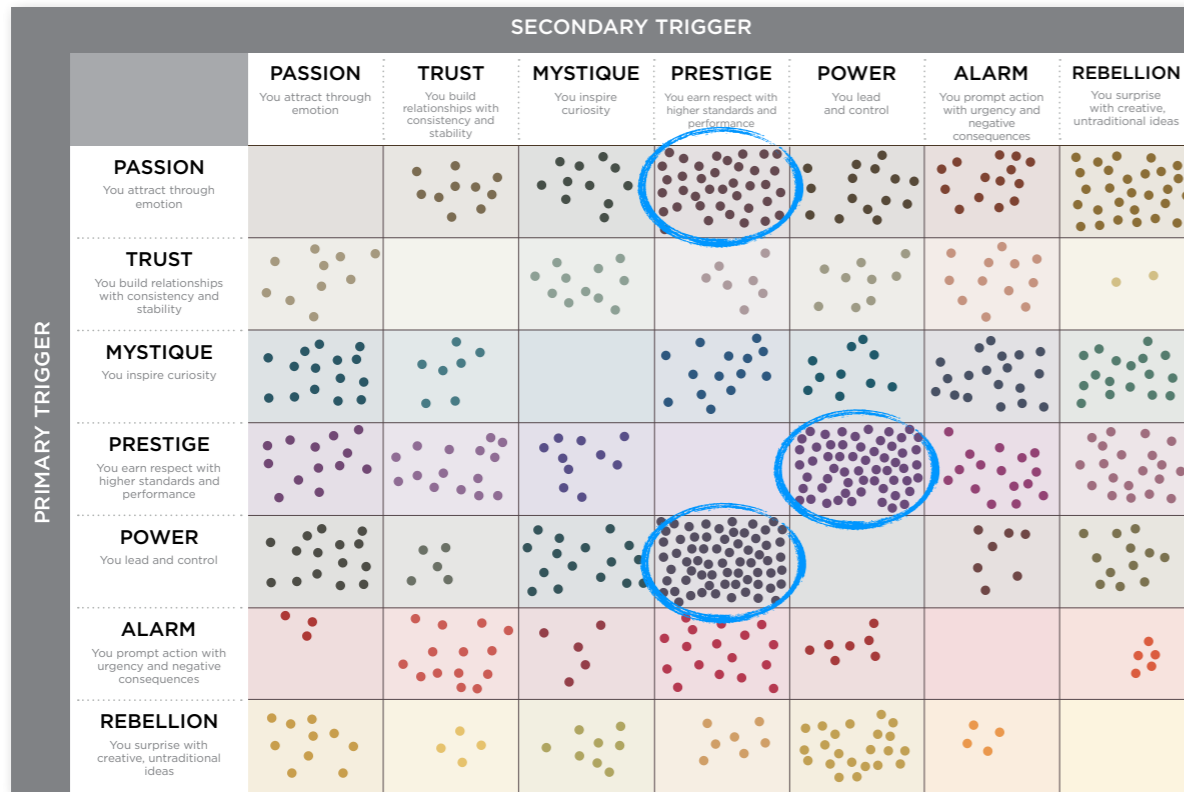
	POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total		POWER	TRUST	PRESTIGE	PASSION	MYSTIQUE	REBELLION	ALARM	Total
Primary	16.8%	9.4%	14.9%	23.2%	17.7%	12.1%	6.0%	100.0%	Primary	17.0%	9.1%	19.7%	20.6%	14.7%	9.8%	9.1%	100.0%
Secondary	13.9%	9.9%	16.3%	17.8%	14.4%	18.0%	9.7%	100.0%	Secondary	17.7%	9.8%	22.0%	11.8%	10.9%	14.8%	12.9%	100.0%
Dormant	15.5%	9.7%	16.2%	15.4%	13.6%	17.2%	12.5%	100.0%	Dormant	19.1%	9.1%	15.0%	13.1%	9.8%	17.7%	16.1%	100.0%



WE COMPARED FINDINGS TO OUR MATRIX OF 49 PERSONALITY ARCHETYPES.

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion	THE NAKED HEART Sensitive • Effusive Fanatical	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Selective • Subtle Multi-layered	THE TALENT Expressive • Stylish Visually-oriented	THE ADVOCATE Dynamic • Inclusive Engaging	THE ACCELERATOR Attentive • Dedicated Detail-oriented	THE CATALYST Dramatic • Experimental Out-of-the-box
	TRUST You build relationships with consistency and stability	THE AUTHENTIC Genuine • Accessible Dependable	THE OLD GUARD Predictable • Firm Unmovable	THE VAULT Rational • Discreet Understated	THE DIPLOMAT Impeccable • Subtle Respected	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Observant • Modest Preventative	THE ICONOCLAST Mellow • Open-minded Nonconformist
	MYSTIQUE You inspire curiosity	THE SUBTLE TOUCH Intriguing • Complex Paradoxical	THE WISE OWL Observant Assured • Unruffled	THE DEADBOLT Steely • Inaccessible Introverted	THE VELVET ROPE Elegant • Astute Unattainable	THE VEILED STRENGTH Rational • Self-reliant Intentional	THE BULLSEYE Precise • Sharp Under-the-radar	THE SECRET WEAPON Unassuming • Ironic Independent
	PRESTIGE You earn respect with higher standards and performance	THE CONNOISSEUR Astute • Envious In-the-know	THE BLUE CHIP Classic • Safe "Best-in-Class"	THE ARCHITECT Exacting • Skillful Restrained	THE LAST WORD Deliberate • Frosty Uncompromising	THE VICTOR Results-Oriented Respected Competitive	THE PERFECTIONIST Driven • Controlled Standard-bearer	THE AVANT-GARDE Original • Distinctive Trendsetter
	POWER You lead and control	THE RINGLEADER Motivating • Vigorous Compelling	THE GUARDIAN Established • Genuine Sure-footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious Admired • Focused	THE FINAL AUTHORITY Dominant • Forceful Emphatic	THE WATCHDOG Aggressive • Alert Cautionary	THE CHANGE AGENT Entrepreneurial Vivid • Quick-witted
	ALARM You prompt action with urgency and negative consequences	THE DETECTOR Cautionary Practical • Protective	THE MAINTAINER Steadfast • Composed By-the-book	THE TOP SECRET Private • Alert Elusive	THE EDITOR Discerning • Proficient Controlled	THE SHERIFF Tireless • Determined Conservative	THE NEUROTIC Harsh • Rigid Vigilant	THE CAREFUL CREATIVE Strategic • Fine-tuned Progressive
	REBELLION You surprise with creative, untraditional ideas	THE ROCKSTAR Unique • Artistic Unorthodox	THE ARTISAN Measured • Thoughtful Craftsman-like	THE PROVOCATEUR Surprising • Witty Irreverent	THE TRENDSETTER Niche • Elite Eccentric	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Thorough • Diligent Imaginative	THE ANARCHIST Intensely Creative Unpredictable Startling

THIS IS YOUR CUSTOM “FASCINATION FINGERPRINT.”



Example of the custom “Fascination Fingerprint” This diagram shows the concentration of Personality Archetypes of the organization.

		SECONDARY TRIGGER						
		PASSION You attract through emotion	TRUST You build relationships with consistency and stability	MYSTIQUE You inspire curiosity	PRESTIGE You earn respect with higher standards and performance	POWER You lead and control	ALARM You prompt action with urgency and negative consequences	REBELLION You surprise with creative, untraditional ideas
PRIMARY TRIGGER	PASSION You attract through emotion		1.8%	2.0%	6.8%	2.7%	2.5%	4.8%
	TRUST You build relationships with consistency and stability	1.8%		2.0%	1.3%	1.6%	2.1%	0.4%
	MYSTIQUE You inspire curiosity	2.7%	1.3%		2.5%	1.8%	3.4%	3.0%
	PRESTIGE You earn respect with higher standards and performance	2.3%	2.7%	1.8%		6.4%	2.9%	3.6%
	POWER You lead and control	2.7%	0.9%	2.9%	7.2%		1.3%	2.1%
	ALARM You prompt action with urgency and negative consequences	0.5%	2.5%	0.9%	3.0%	1.3%		0.9%
	REBELLION You surprise with creative, untraditional ideas	1.8%	0.7%	1.4%	1.3%	3.9%	0.7%	

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.

7.2% OF YOU ARE
"THE MAESTRO"

POWER + PRESTIGE

- » AMBITIOUS
- » ADMIRED
- » FOCUSED

6.4% OF YOU ARE
"THE VICTOR"

PRESTIGE + POWER

- » RESULTS-ORIENTED
- » RESPECTED
- » COMPETITIVE

6.8% OF YOU ARE
"THE TALENT"

PASSION + PRESTIGE

- » EXPRESSIVE
- » STYLISH
- » VISUALLY-ORIENTED

YOU ARE **18.7%**
LESS LIKELY THAN
THE AVERAGE
POPULATION TO
HAVE **ALARM** AS A
PRIMARY TRIGGER

YOU ARE **17.8%**
LESS LIKELY THAN
THE AVERAGE
POPULATION TO
HAVE **REBELLION**
AS A PRIMARY
TRIGGER

YOU ARE **37.5%**
MORE LIKELY THAN
THE AVERAGE
POPULATION TO
HAVE **TRUST** AS A
PRIMARY TRIGGER

14.7% OF YOU HAVE
MYSTIQUE AS A
PRIMARY TRIGGER



POWER

Confident
Driven
Influential

PRESTIGE

Ambitious
Discerning
Strong-Willed

MYSTIQUE

Understated
Complex
Deliberate

PASSION

Expressive
Intuitive
Impulsive

ALARM

Perfectionist
Reliable
Careful

REBELLION

Innovative
Independent
Unpredictable

TRUST

Stable
Reliable
Comforting

THE 9-SECOND FASCINATION STATEMENT

STEP 1

LOGIN AT HowToFascinate.com

STEP 2

DOWNLOAD DIGITAL VOLUME

STEP 3

CREATE YOUR APPROACH

THANK YOU FOR THE OPPORTUNITY TO LEARN MORE ABOUT YOUR GROUP.

SHALL WE CONTINUE THE CONVERSATION?

This has only been a glimpse into the raw data that reveals what makes this group fascinating. As you continue your education on the Fascination Advantage System, we'll show you how to take these insights and put them into practice in your organization to help your team work more effectively and productively together.

To learn more, simply go to HowToFascinate.com

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AMAZON

Fascinate: Your 7 Triggers to Persuasion and Captivation



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