



Create a Personal Brand



FREE
Webinar



September 13
7 pm to 8 pm



Janette Toral



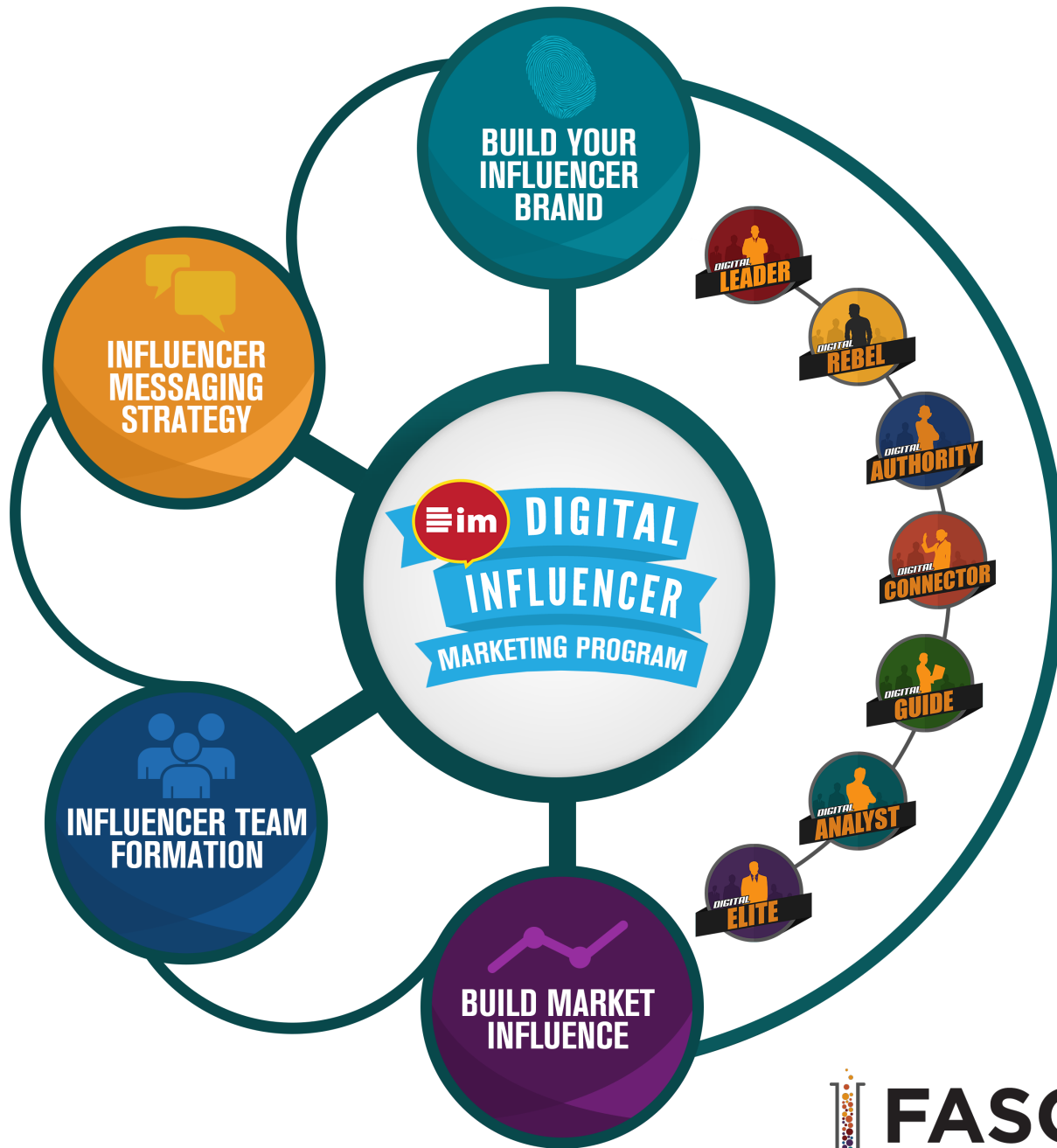


FASCINATE
CERTIFIED ADVISOR



At my highest value, I deliver
Independent Insights
through research, training, consulting, mentoring.





Think about

- Attract customers
- Prove why you are the best choice.
- Increase urgency for an immediate sale.
- Convince new prospects to switch to your product.
- Recommit them to being loyal (when they might otherwise move to a competitor).

Hot Buttons

The diagram features a large, dark blue rectangular box on the left side, containing the text 'Hot Buttons' in white. A white line extends from the bottom of this box to a vertical line. From this vertical line, three horizontal lines lead to three rounded rectangular buttons on the left, each labeled 'FEAR', 'NEEDS', and 'HOPE' in white capital letters. Another white line extends from the top of the 'Hot Buttons' box to a vertical line on the right side of the diagram. From this vertical line, three horizontal lines lead to three more rounded rectangular buttons on the right, which are currently blank.

FEAR

NEEDS

HOPE



THE 3 THREATS YOU FACE

- Distraction
- Competition
- Commoditization

What “Energizes” You?

- Makes you feel more...
 - Focused
 - In the flow
 - Productive
 - Energized
 - Challenge

What “Drains” You?

- Tasks that are...
 - Effortful to complete.
 - Gets you...
 - Bored
 - Exhausted
 - Distracted
 - You’d rather be doing something else.



Stand out, or
don't bother

What do people find when
they look for you online?



SUCCESS FORMULA: HIGH ACHIEVERS

- Deliver specific benefit.
- Worth more. Paid more.
- Don't compete on price.



fas·ci·na·tion

“Fascination is an intense focus. When you fascinate your listener, they’re more likely to connect with you and remember you.”

THE 7 LANGUAGES OF FASCINATION

INNOVATION

is the language of creativity

PASSION

is the language of relationship

POWER

is the language of confidence

PRESTIGE

is the language of excellence

TRUST

is the language of stability

MYSTIQUE

is the language of listening

ALERT

is the language of details

The more you can intelligently observe people's online style, the more quickly you can fascinate them with your own.

Know when to talk and when to listen.

THE 49 PERSONALITY ARCHETYPES

DISCOVERED BY SALLY HOGSHEAD

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SECONDARY FASCINATION ADVANTAGE*

PRIMARY 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
Level-headed • 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

Take the test – Personal <http://bit.ly/fascinateprofile>



[ABOUT THE PERSONALITY TEST](#) [PERSONAL BRANDING](#) [THE SCIENCE](#) [COMPARE US](#) [WORKPLACE PROBLEMS](#)

The Fascination Personality Test® doesn't measure how you see the world...it measures how the world sees you.

[ABOUT THE PERSONALITY TEST](#) >

[THE FASCINATE SYSTEM](#) >

[PERSONALITY ARCHETYPES](#) >

[DIFFERENT PERSONALITY TYPES](#) >

THE FASCINATION PERSONALITY TEST

10

YEARS OF RESEARCH

28

QUESTIONS

5

MIN OF YOUR TIME

1

YOU

**GET YOUR FREE
PERSONALITY TEST**

Your personality has one primary Advantage. It's how you add value. It's what makes you different and better. Think of it like a natural superpower for your personality. When you communicate using this Advantage, you earn more attention, and more revenue.

Take the test – Brand <http://bit.ly/facinatebrand>



DISCOVER HOW YOUR BRAND FASCINATES

[TAKE THE TEST](#) [LOGIN](#) [BUY THE BOOK](#) [SHARE](#)

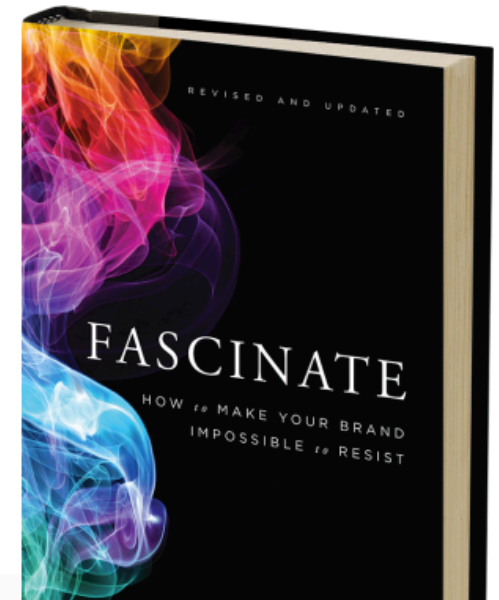
BECOME IMPOSSIBLE TO RESIST, IN UNDER ONE HOUR.

You can make anything fascinating.

You can make any brand impossible to resist.

I'll give you the secret, in my New York Times bestselling book, Fascinate.

[▶ GRAB YOUR COPY TODAY!](#)



What is your highest value?
What makes you different?

Earn your audience's attention,
and you'll earn their respect.

Bring something new.

Your Personality Brand - Your Highest Value

1) THE ADJECTIVE



2) THE NOUN



HIGHEST: The pinnacle of who you are and what makes you exceptional.

DISTINCT: How you are different.

VALUE: Your specialized ability to deliver above and beyond what's expected.



Immediately
show your value

Clear roadmap how you are
most likely to solve problems.

Apply Your Adjectives

- Identify a situation in which this personality quality describes how you have succeeded in the past.
- Give an example of one way in which one way in which others appreciate and admire you when you use this quality.

be strong & courageous

TRUST IN THE LORD
with all your 
PROVERBS 35

Apple Allison
(Sole Searching Soul)

✓ Friends ▾

✓ Following ▾

Message

...

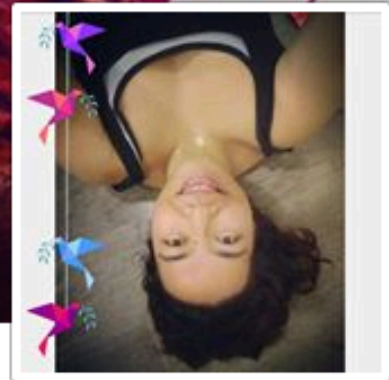
Timeline

About


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Photos

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Intro

Divinely Directed Victor with Extra Ordinary
#TAAP Dreams who Makes A Difference One Trip
at A Time 

📁 Online Personality at ABS-CBN

📁 Inspirational Storyteller and ASEAN Advocate at
Sole Searching Soul

“I'm an inspiring storyteller. At my highest value I provide insightful experience and deliver expressive influence.” – Apple Allison ,
SoleSearchingSoul.com



Coach Genesis Reonico

@OnlineJobsLifestyle

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Send Message

“At my Highest Value, I provide Creative, Goal-Oriented Solutions through mentoring, training, coaching, implementation and project management.” – Genesis Reonico, OnlineJobsUniversity.com



Gilmar Padua

✓ Friends ▾ ✓ Following ▾ Message ...

Timeline About Friends 46 Mutual Photos More ▾

**HELPING
PEOPLE
MARKET THEIR
BUSINESS
ONLINE...**

LOGO
DESIGN

GRAPHIC
DESIGN

S.E.O

RESPONSIVE
WEB DESIGN

WEB
DEVELOPMENT

IMAGE
MANIPULATION

ANIMATION

“Ambitious ideas” – Gilmar Padua,
InfinityHub.com

Test your Anthem

- How did you use your anthem on:
 - Business meeting?
 - Write an important email?
 - Lead a meeting?
 - Guide your team to a specific action?
 - Fix a recurring issue?
 - Resolve a conflict?
- Does it apply to both work and at home?
 - Accomplishments at work.
 - Accomplishments at home

Test your Anthem

- Does it apply to both work and at home?
 - Accomplishments at work.
 - Accomplishments at home
- Think about:
 - Connection between the two.
 - Traits, adjectives, nouns that are common.

Update your Marketing Copy

- How you add value (your Anthem)
- Your ideal client's biggest problem
- How YOU are the best solution to their problem.



6 Gold Hallmarks of a Fascinating Person, Idea, or Brand

- #1 Provokes strong & immediate emotional reactions.
- #2 Creates advocates
- #3 Becomes “Cultural Shorthand” for a Specific Set of Actions or Values.
- #4 Incites Conversation
- #5 Forces competitors to realign around it.
- #6 Tap Into (or Even Causes) Social Revolution.

Thank you

- Be a Patron.
- Join the Digital Influencer Marketing Program. (SOON)

