

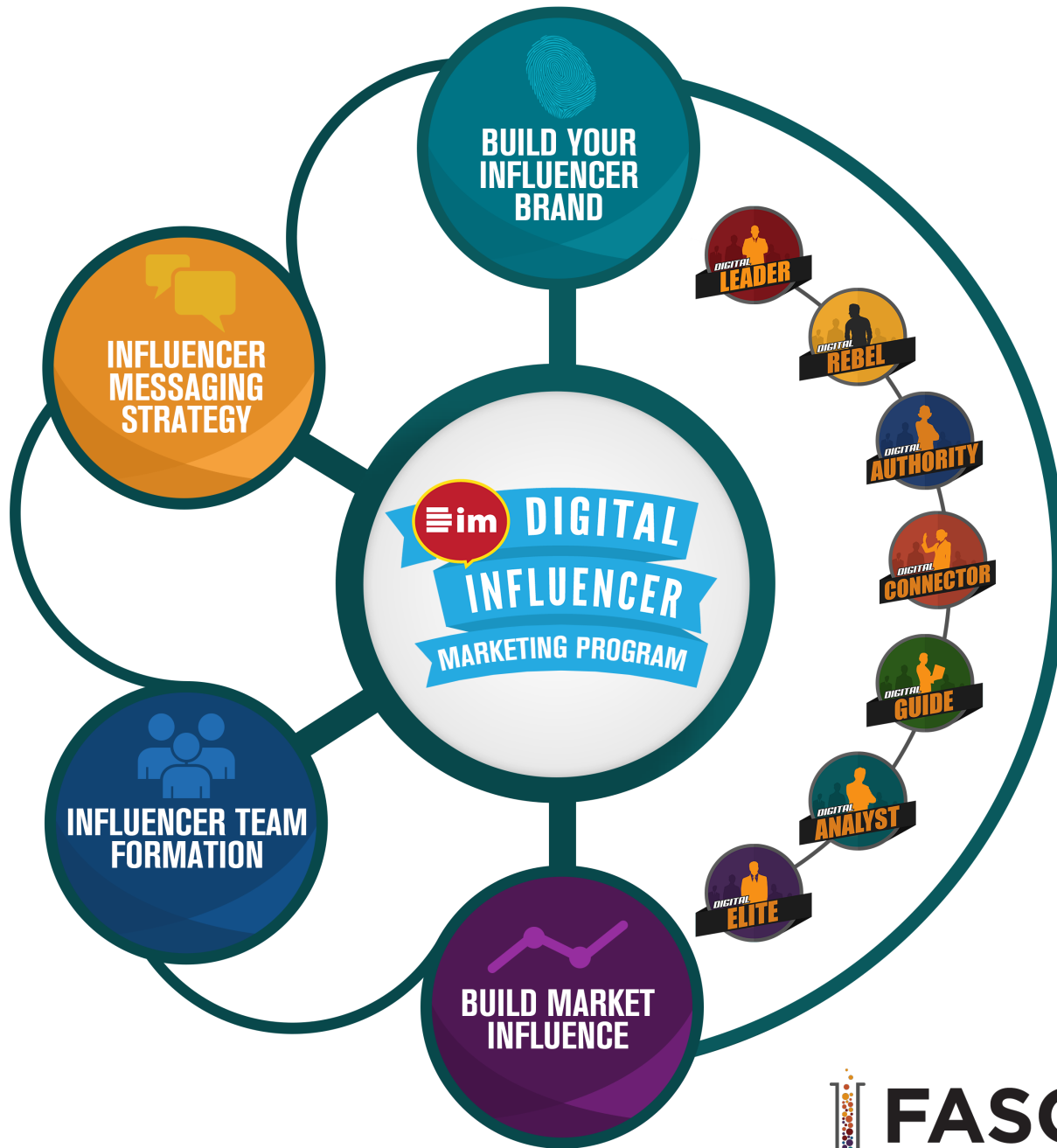
HOW TO

"ADD VALUE"

Guide for Digital Influencers

Janette Toral







ARE YOU A "NICE TO HAVE"?

**WE NEED THESE THINGS
ON SOME DAYS**

*If things got tight, you'd probably cut
these things first.*


ARE YOU A "MUST HAVE"?

The ones that matter.

- *They are central to your life, and you will fight to keep them in place.*

 **FASCINATE**
CERTIFIED ADVISOR



A grayscale profile of a woman with long hair is shown on the left side of the image. The background is a dark blue field filled with a pattern of white binary code (0s and 1s).

IF YOU'RE A NICE- TO-HAVE, YOU'RE VULNERABLE.

You are expendable.



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**FIND NEW
WAYS TO
ADD VALUE**

#1 INSIGHTS

*HOW CAN YOU SOLVE
PROBLEMS?*



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**CAN YOU ADD MORE VALUE
THROUGH YOUR OWN
PERSONAL INSIGHT?**

**FIND NEW
WAYS TO
ADD VALUE**

#2 IDEAS

*HOW CAN YOU CREATE
OPPORTUNITY?*

**CAN YOU ADD MORE VALUE
THROUGH YOUR OWN
PERSONAL IDEAS?**

**FIND NEW
WAYS TO
ADD VALUE**

#3 INSPIRATION

*RAISING RESULTS FOR THE
BIGGER PICTURE.*



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**CAN YOU ADD MORE VALUE
THROUGH YOUR OWN
PERSONAL INSPIRATION?**

Influencer Step: Discover your
Highest Value: your Fascination
Advantage®

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 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

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 >

**GET YOUR FREE
PERSONALITY TEST**

THE FASCINATION PERSONALITY TEST

10

YEARS OF RESEARCH

28

QUESTIONS

5

MIN OF YOUR TIME

1

YOU

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.



THE SECRET WEAPON

NIMBLE | UNASSUMING | INDEPENDENT | RETICENT | AUTONOMOUSLY CREATIVE

{ THE SECRET WEAPON }



HOW THE WORLD SEES YOU

- You have a creative mind and you produce agile solutions even when under high pressure
- You are creative in a non-flashy way, preferring to do your work quietly
- You enjoy working independently. You don't boast about your achievements. But you can produce great inventions, creative ideas, and new product designs
- You make great contributions to the company's performance, but do so in an unassuming manner

YOUR ARCHETYPE

Your Archetype is a combination of your **PRIMARY** and **SECONDARY** Advantages.



THREE ADJECTIVES THAT DESCRIBE HOW THE WORLD SEES YOU

1. NIMBLE
2. UNASSUMING
3. INDEPENDENT

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE MYSTIQUE 01

Your **PRIMARY** Advantage is your most effective mode of communication. When you communicate with this Advantage, you are your most fascinating and influential.

YOUR SECONDARY ADVANTAGE INNOVATION 02

Your **SECONDARY** Advantage describes your second-highest advantage. Like your **PRIMARY** Advantage, it describes how your personality adds value.

When you communicate with your primary and secondary advantages, you are perceived as more confident and authentic.

Your **PRIMARY** and **SECONDARY** Advantages combine to form your Archetype, which indicates *how the world sees you*.

YOUR DORMANT ADVANTAGE PATENT 03

Your **DORMANT** Advantage is the one that holds the least value for you. It's how you are least likely to influence others.

Want to learn more about your Archetype, and how it relates to your personality's most valuable traits?



THE SECRET WEAPON'S TOP 5 SPECIALTY ADJECTIVES

1. NIMBLE

They have the ability to generate many different solutions. They're not locked into one way of thinking. They solve problems by considering different viewpoints. You probably find yourself thinking, "How on earth did they come up with that?"

2. UNASSUMING

Their mild-mannered demeanor hides a free spirit. They have a minimalist communication style. They carefully and clearly explain their ideas, but prefer to do so to their inner circle.

3. INDEPENDENT

They are comfortable with charting their own course. They aren't easily swayed by group-think. That's why they come up with new ideas when everyone else is stuck. They're not confined by following established methods.

4. RETICENT

They restrain their emotions and contain their inner thoughts until they are ready to share them. During brainstorming sessions they may be quiet, but they may also come up with the best idea.

5. AUTONOMOUSLY CREATIVE

They tend to keep their inventions to themselves before they've worked out a complete solution and are sure that it works. They are most creative when they can work out ideas with pencil and paper rather than in a big, loud meeting. Introspection rather than external stimulus guides their innovative thinking.

What is your highest value?
What makes you different?

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.

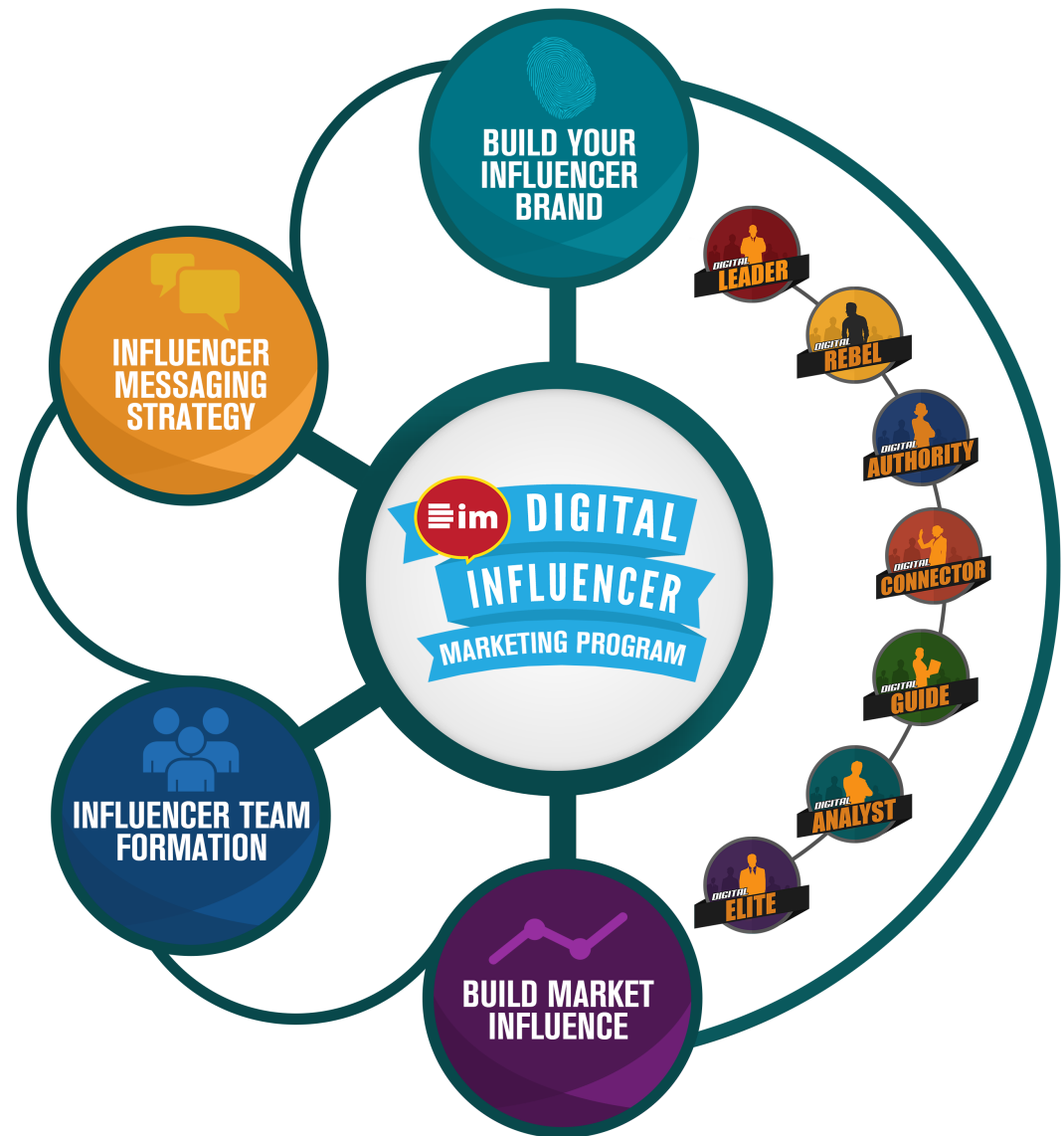
THE BRAND TACTICS MATRIX

ADVANTAGE + TACTIC = YOUR MESSAGE

INNOVATION	In Pa BOLD, ARTISTIC, UNORTHODOX	In Po PIONEERING, IRREVERENT, ENTREPRENEURIAL	In Pr ELITE, CUTTING-EDGE, PROGRESSIVE	In Tr FLEXIBLE, DELIBERATE, THOUGHTFUL	In My ADEPT, CLEVER, CONTEMPORARY	In Al PROLIFIC, THOROUGH, DILIGENT
PASSION	Pa In SOCIAL, ENERGIZING, OUT OF THE BOX	Pa Po DYNAMIC, INCLUSIVE, ENGAGING	Pa Pr STYLISH, EXPRESSIVE, EMO. INTELLIGENT	Pa Tr LOYAL, SINCERE, NURTURING	Pa My DISCERNING, PERCEPTIVE, CONSIDERATE	Pa Al ATTENTIVE, DEDICATED, EFFICIENT
POWER	Po In INVENTIVE, UNTRADITIONAL, SELF-PROPELLED	Po Pa SPIRITED, MOTIVATING, COMPELLING	Po Pr AMBITIOUS, FOCUSED, CONFIDENT	Po Tr PROMINENT, GENUINE, SURE-FOOTED	Po My INTENSE, METHODOICAL, SELF-RELIANT	Po Al PROACTIVE, CAUTIONARY, STRONG WILLED
PRESTIGE	Pr In ORIGINAL, ENTERPRISING, FWD-THINKING	Pr Pa INSIGHTFUL, DISTINGUISHED, IN THE KNOW	Pr Po RESPECTED, COMPETITIVE, RESULTS ORIENTED	Pr Tr CLASSIC, ESTABLISHED, BEST IN CLASS	Pr My SKILLFUL, RESTRAINED, POLISHED	Pr Al DISCIPLINED, SYSTEMATIC, INTELLECTUAL
TRUST	Tr In CURIOUS, ADAPTABLE, OPEN-MINDED	Tr Pa DEPENDABLE, TRUSTWORTHY, APPROACHABLE	Tr Po STABLE, DIGNIFIED, HARDWORKING	Tr Pr SUBTLE, CAPABLE, LEVELHEADED	Tr My ANALYTICAL, PROTECTIVE, PURPOSEFUL	Tr Al PREPARED, PRINCIPLED, CONSCIENTIOUS
MYSTIQUE	My In NIMBLE, UNASSUMING, INDEPENDENT	My Pa TACTFUL, MINDFUL, SELF-SUFFICIENT	My Po REALISTIC, INTENTIONAL, TO THE POINT	My Pr ASTUTE, ELEGANT, DISCREET	My Tr ASSURED, UNRUFFLED, OBSERVANT	My Al ON TARGET, REASONED, PRAGMATIC
ALERT	Al In JUDICIOUS, STRATEGIC, FINE-TUNED	Al Pa PRACTICAL, ORGANIZED, CONSTRUCTIVE	Al Po DECISIVE, TIRELESS, FORTHRIGHT	Al Pr SKILLED, DETAILED, PRODUCTIVE	Al Tr STEADFAST, COMPOSED, STRUCTURED	Al My ACCURATE, CLEAR-CUT, METICULOUS

Thank you

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THANK YOU