

# SOLVING YOUR INFLUENCER PROBLEMS

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# 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

# 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.



# 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	<b>THE ANARCHY</b> Volatile • Startling Chaotic	<b>THE ROCKSTAR</b> Bold • Artistic Unorthodox	<b>THE MAVERICK LEADER</b> Pioneering • Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> Cutting-Edge • Elite Progressive	<b>THE ARTISAN</b> Deliberate • Thoughtful Flexible	<b>THE PROVOCATEUR</b> Clever • Adept Contemporary	<b>THE QUICK-START</b> Prolific • Thorough Diligent
PASSION You connect with emotion	<b>THE CATALYST</b> Out-of-the-Box • Social Energizing	<b>THE DRAMA</b> Theatrical • Emotive Sensitive	<b>THE PEOPLE'S CHAMPION</b> Dynamic • Inclusive Engaging	<b>THE TALENT</b> Expressive • Stylish Emotionally-Intelligent	<b>THE BELOVED</b> Nurturing • Loyal Sincere	<b>THE INTRIGUE</b> Discerning • Perceptive Considerate	<b>THE ORCHESTRATOR</b> Attentive • Dedicated Efficient
POWER You lead with command	<b>THE CHANGE AGENT</b> Inventive • Untraditional Self-Propelled	<b>THE RINGLEADER</b> Motivating • Spirited Compelling	<b>THE AGGRESSOR</b> Dominant • Overbearing Dogmatic	<b>THE MAESTRO</b> Ambitious • Focused Confident	<b>THE GUARDIAN</b> Prominent • Genuine Sure-Footed	<b>THE MASTERMIND</b> Methodical • Intense Self-Reliant	<b>THE DEFENDER</b> Proactive • Cautionary Strong-Willed
PRESTIGE You earn respect with higher standards	<b>THE AVANT-GARDE</b> Original • Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> Insightful • Distinguished In-the-Know	<b>THE VICTOR</b> Respected • Competitive Results-Oriented	<b>THE IMPERIAL</b> Arrogant • Cold Superior	<b>THE BLUE CHIP</b> Classic • Established Best-In-Class	<b>THE ARCHITECT</b> Skillful • Restrained Polished	<b>THE SCHOLAR</b> Intellectual • Disciplined Systematic
TRUST You build loyalty with consistency	<b>THE EVOLUTIONARY</b> Curious • Adaptable Open-Minded	<b>THE AUTHENTIC</b> Approachable • Dependable Trustworthy	<b>THE GRAVITAS</b> Dignified • Stable Hardworking	<b>THE DIPLOMAT</b> Levelheaded • Subtle Capable	<b>THE OLD GUARD</b> Predictable • Safe Unmovable	<b>THE ANCHOR</b> Protective • Purposeful Analytical	<b>THE GOOD CITIZEN</b> Principled • Prepared Conscientious
MYSTIQUE You communicate with substance	<b>THE SECRET WEAPON</b> Nimble • Unassuming Independent	<b>THE SUBTLE TOUCH</b> Tactful • Self-Sufficient Mindful	<b>THE VEILED STRENGTH</b> Realistic • Intentional To-the-Point	<b>THE ROYAL GUARD</b> Elegant • Astute Discreet	<b>THE WISE OWL</b> Observant • Assured Unruffled	<b>THE DEADBOLT</b> Unemotional • Introverted Concentrated	<b>THE ARCHER</b> On-Target • Reasoned Pragmatic
ALERT You prevent problems with care	<b>THE COMPOSER</b> Strategic • Fine-Tuned Judicious	<b>THE COORDINATOR</b> Constructive • Organized Practical	<b>THE ACE</b> Decisive • Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> Productive • Skilled Detailed	<b>THE MEDIATOR</b> Steadfast • Composed Structured	<b>THE DETECTIVE</b> Clear-Cut • Accurate Meticulous	<b>THE CONTROL FREAK</b> Compulsive • Driven Exacting

# 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 value. Like your **PRIMARY** Advantage, it describes how your 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. Your Archetype indicates *how the world sees you*.

### YOUR DORMANT ADVANTAGE → PATIENCE

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 fits into your personality's most valuable traits? Visit [fascinate.com](#)

AGE



## 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.



## INFLUENCER PROBLEM #1: COMPETITION

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- ▶ You need to compete against bigger and established category leaders.
  - ▶ New players bringing new products to market faster than you.
  - ▶ Market requirements changing too fast.

# BE THE REBEL

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- Take a different approach.
- Create a differentiation.
  - Design
  - Communication
  - Perspective
- Be unusual.





## INFLUENCER PROBLEM #2: OUT OF TOUCH

- ▶ You don't have a "connection" with your peers and audience.
- ▶ You feel out of touch with your customers.



# MAKE AN EFFORT TO “CONNECT”

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- Communicate with emotion and energy.
- Use imagery and vivid words.
- Tell stories to connect.





## INFLUENCER PROBLEM #3: IGNORED

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- You are not perceived as “influential”.
- Your insights are ignored.
- Your target customers and peers “don’t get you”.

# BECOME AN AUTHORITY

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- Take a stand on issues.
- Be on-point with your communication.
- Share insights your target may not have considered.





## INFLUENCER PROBLEM #4: VALUE

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- Your product or service are deemed to be of low value.
- You are competing on price.
- You need to improve your competitive positioning.

# SET YOUR STANDARDS HIGH

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- Improve your marketing materials.
- Display recognition, awards, recognition.
- Focus on how can you improve outcome.





## INFLUENCER PROBLEM #5: LOYALTY

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- You are perceived as unstable, uncertain.
- Customers, followers, peers not loyal to you.

# BE CONSISTENT

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- Establish and reinforce patterns.
- Don't be trendy.





## INFLUENCER PROBLEM #6: COPYCATS

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- ▶ Competitors copying your “strategy” or “approach”.



# DON'T OVERSHARE

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- Avoid exposure.
- Don't be too detailed with your process.
- Filter your communication.





## INFLUENCER PROBLEM #7: LOW SALES

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- Target customers not taking action on your “deal offer”.
- Team members not meeting deadline.
- You have to scale down.

# SPARK URGENCY

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- Show negative consequence for inaction.
- Give step-by-step in-depth details.
- Be rational.







<http://influencerbootcamp.digitalfilipino.com/fascinate>