



HOW TO SELL TO THE 42 DIFFERENT ARCHETYPES

		SECONDARY 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
PRIMARY FASCINATION ADVANTAGE®	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 GRVITAS 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

PART OF THE **FASCINATION ADVANTAGE®** SYSTEM

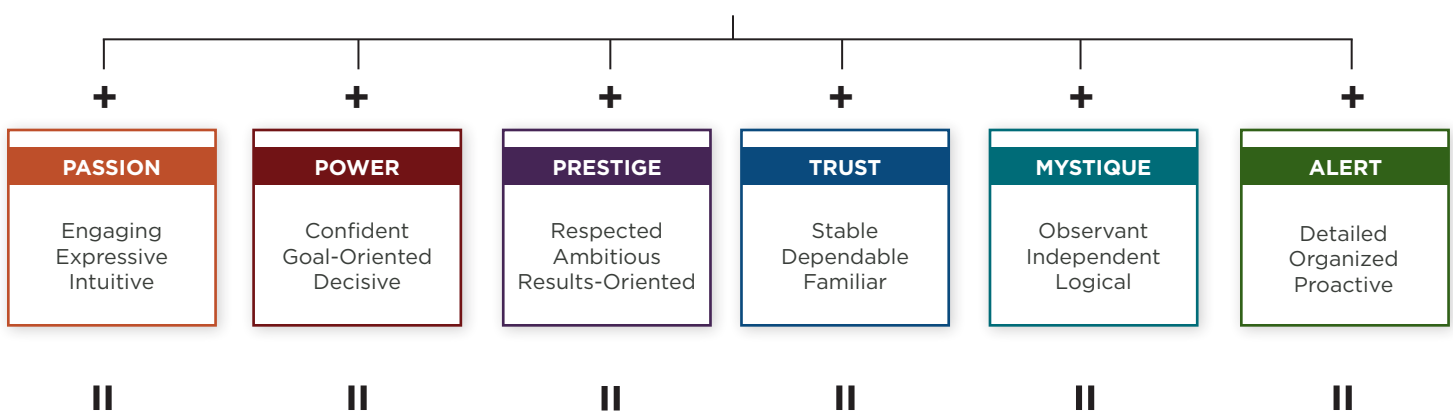
THE INNOVATION PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

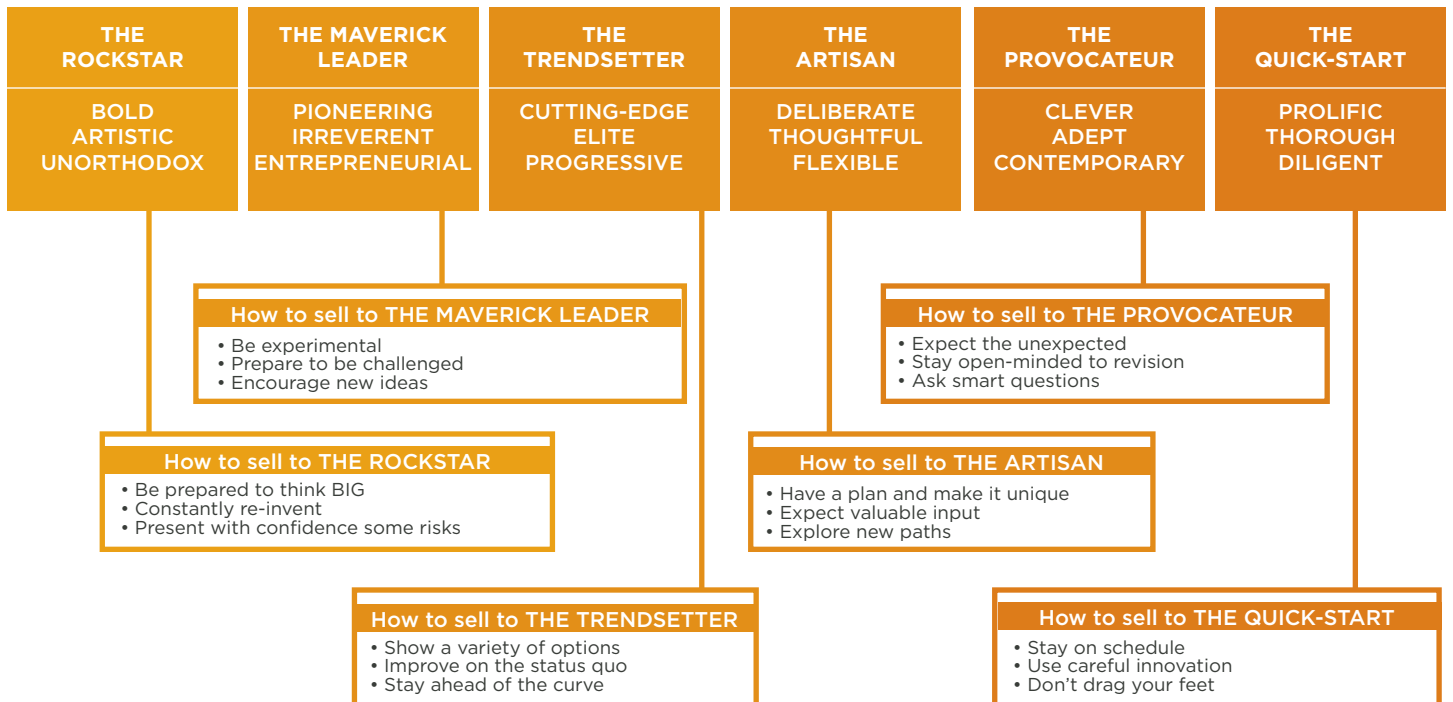
PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE



PRIMARY ADVANTAGE



ARCHETYPE



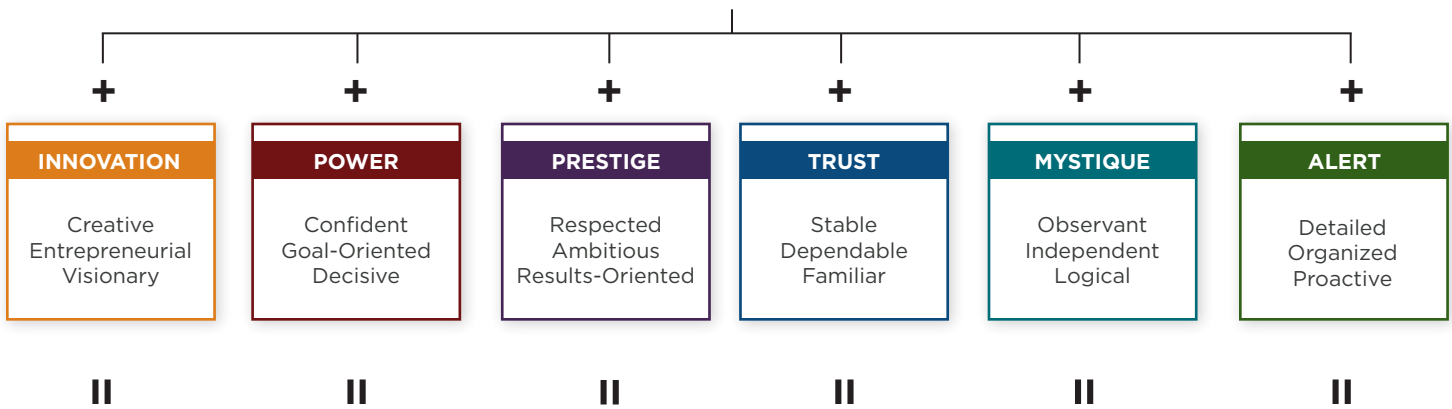
THE PASSION PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

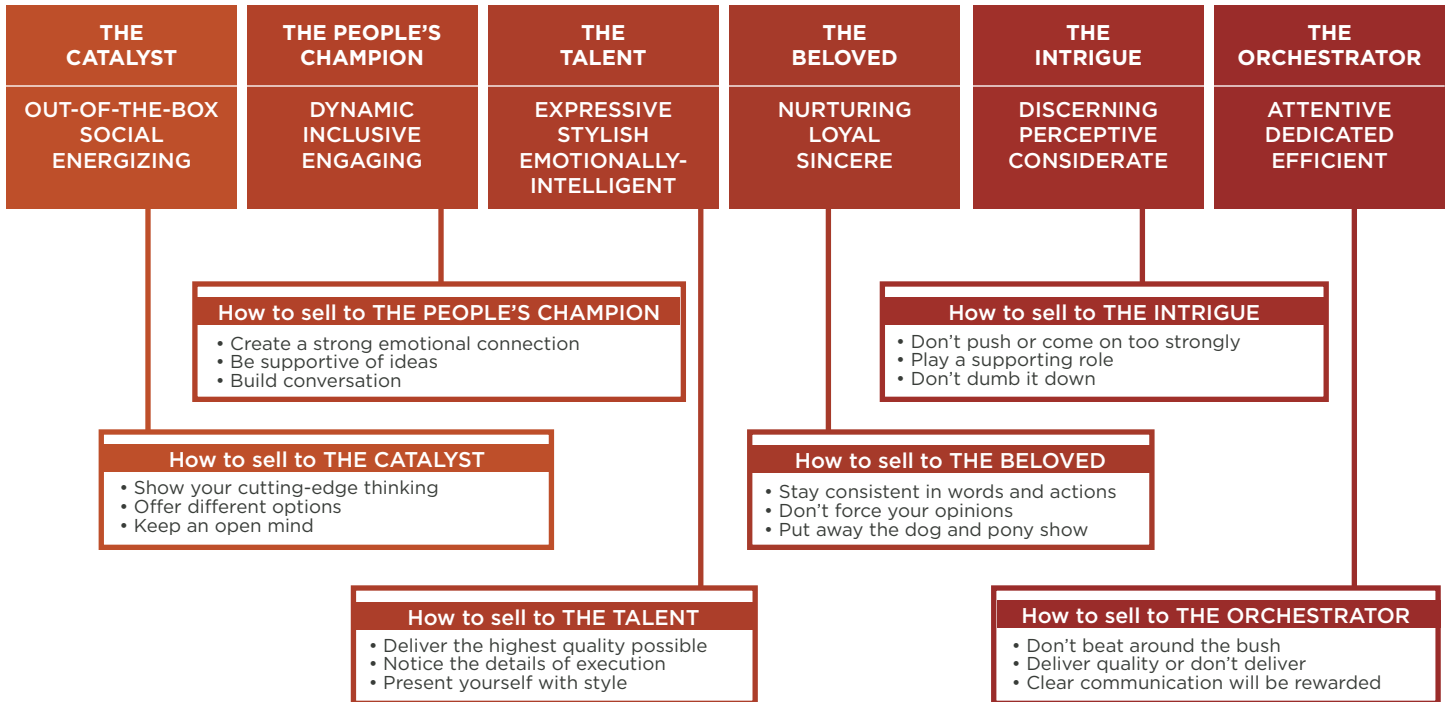
PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE



PRIMARY ADVANTAGE



ARCHETYPE



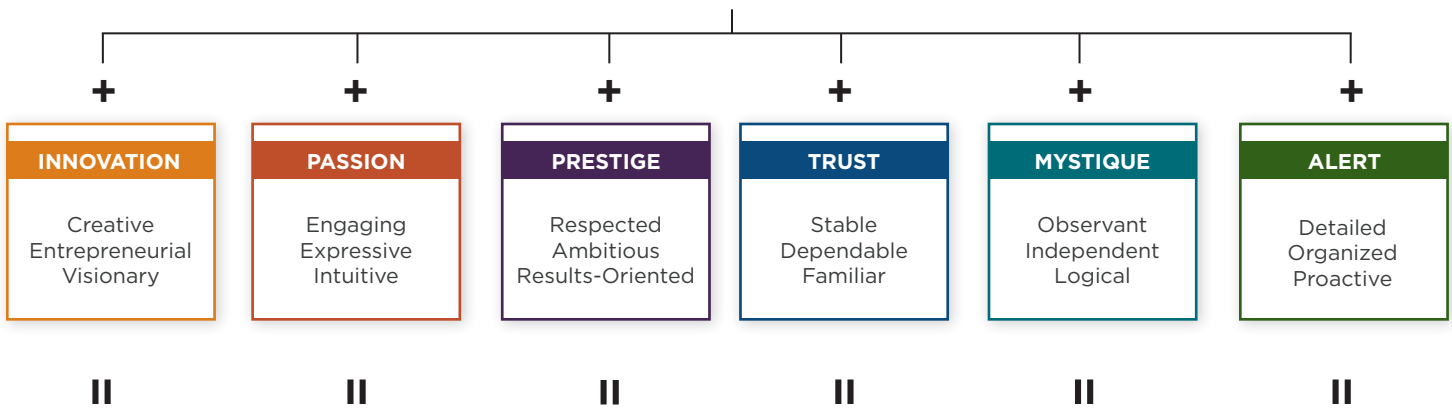
THE POWER PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

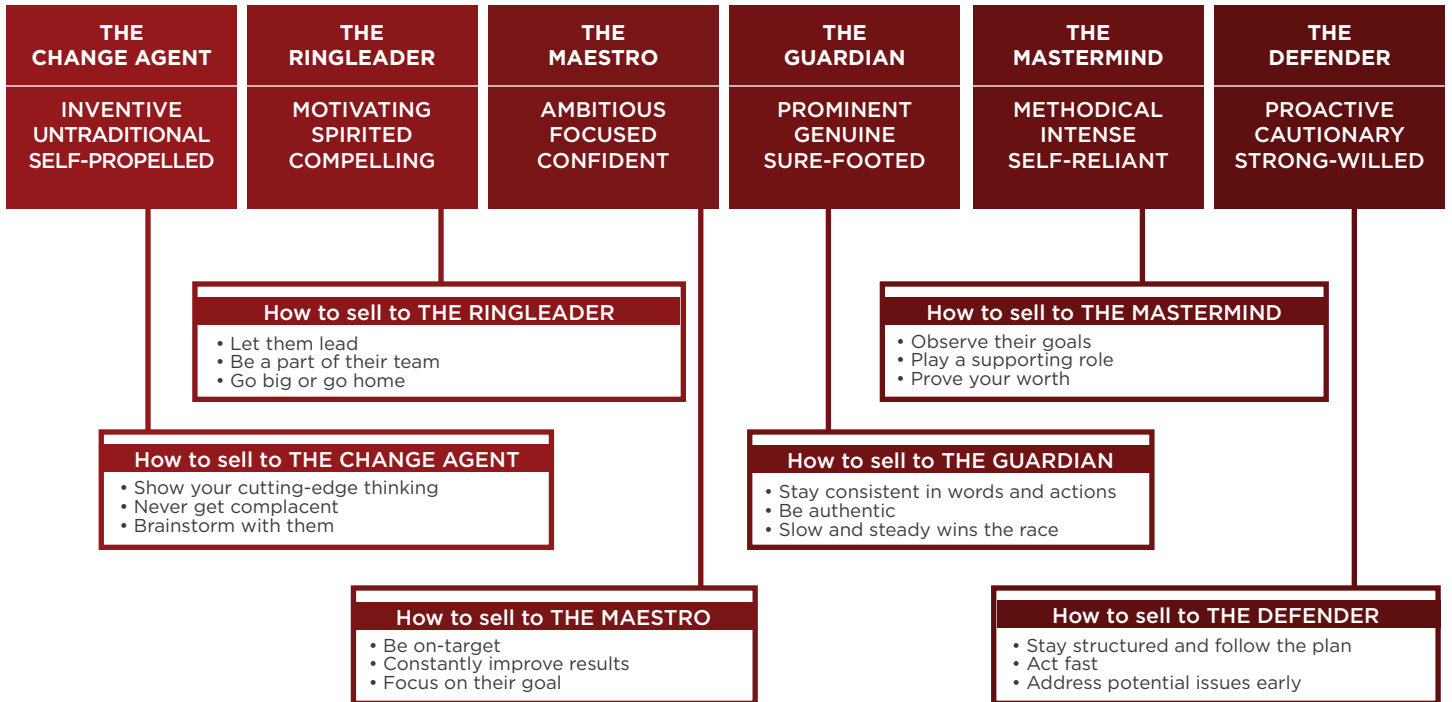
PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE



PRIMARY ADVANTAGE



ARCHETYPE



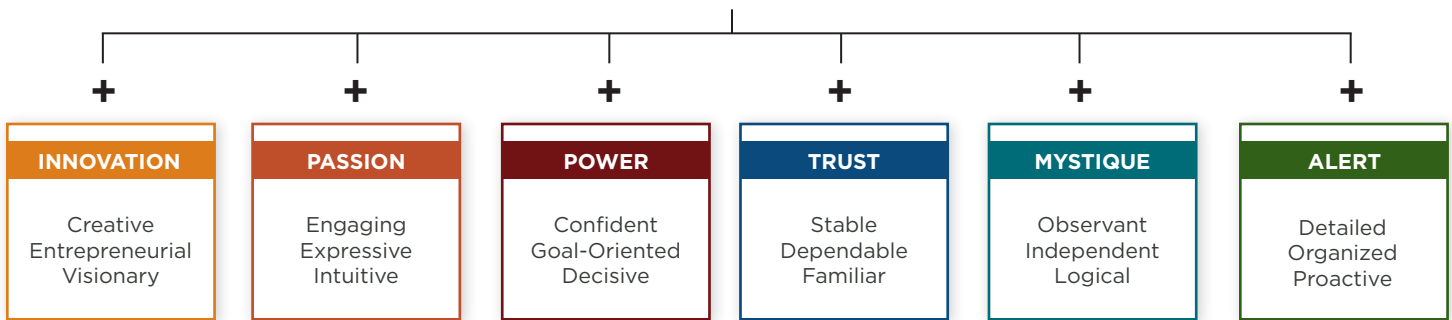
THE PRESTIGE PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE

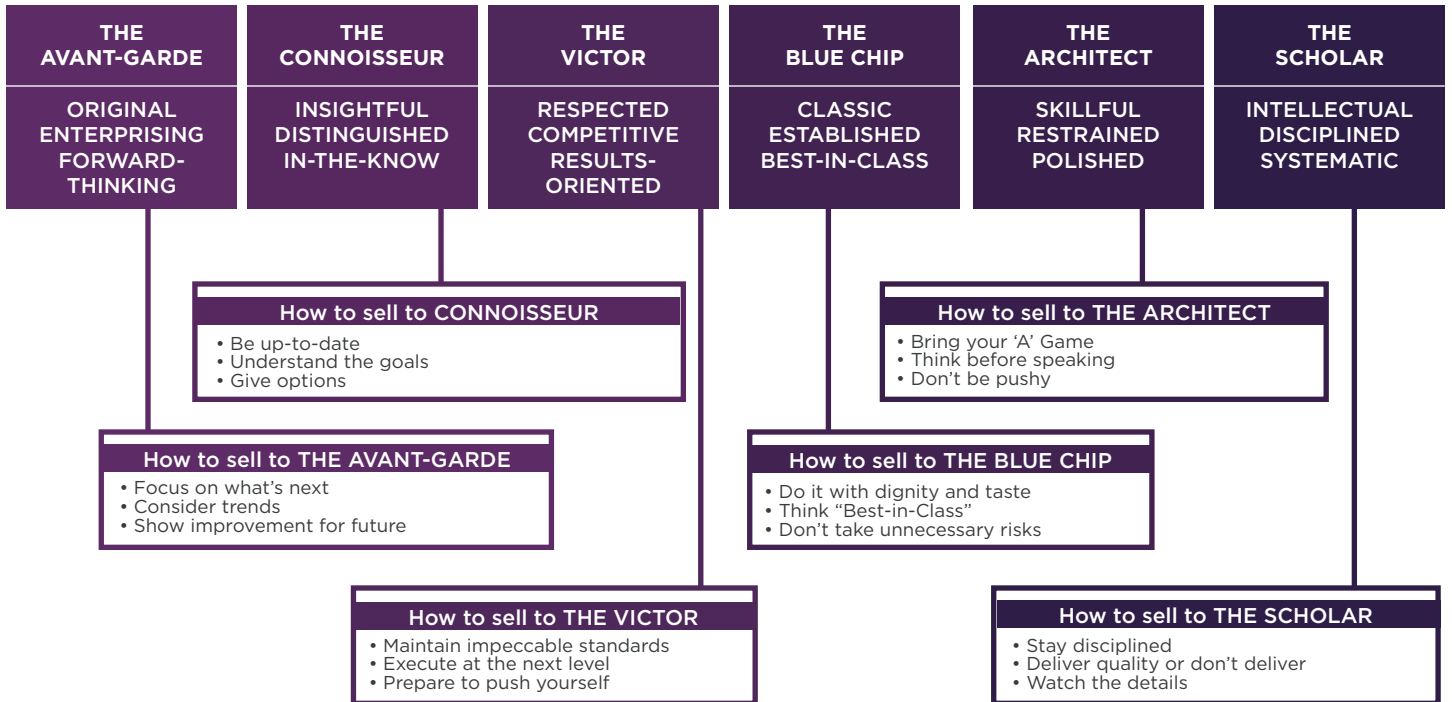


PRIMARY ADVANTAGE



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ARCHETYPE



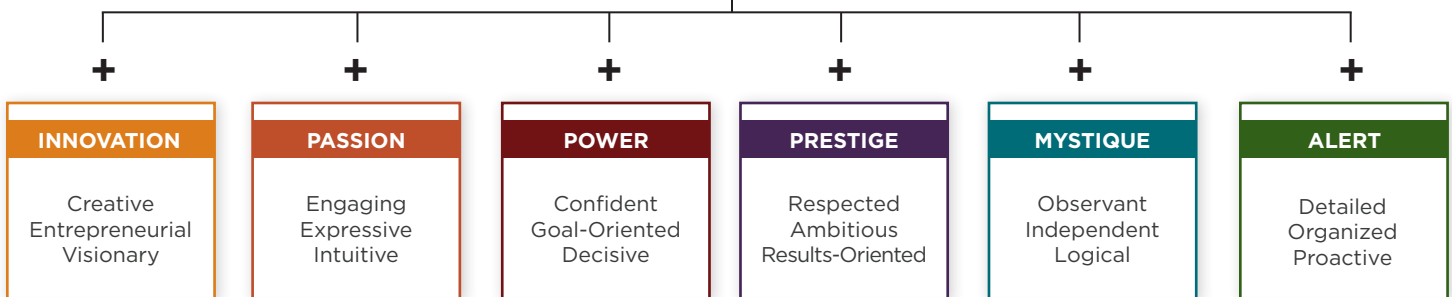
THE TRUST PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE



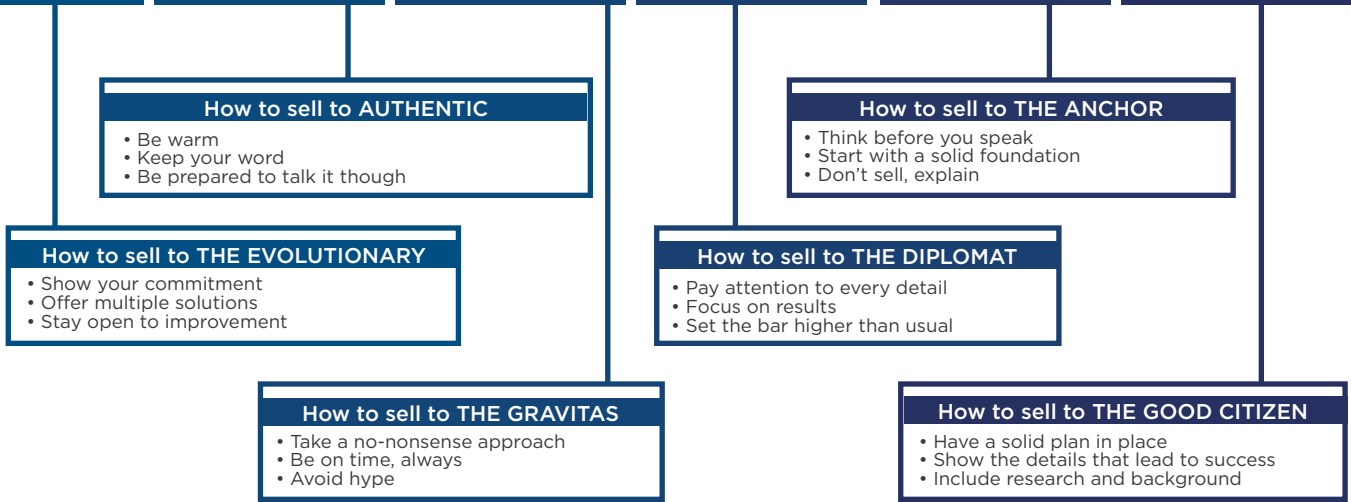
PRIMARY ADVANTAGE



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ARCHETYPE

THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE ANCHOR	THE GOOD CITIZEN
CURIOUS ADAPTABLE OPEN-MINDED	APPROACHABLE DEPENDABLE TRUSTWORTHY	DIGNIFIED STABLE HARDWORKING	LEVELHEADED SUBTLE CAPABLE	PROTECTIVE PURPOSEFUL ANALYTICAL	PRINCIPLED PREPARED CONSCIENTIOUS



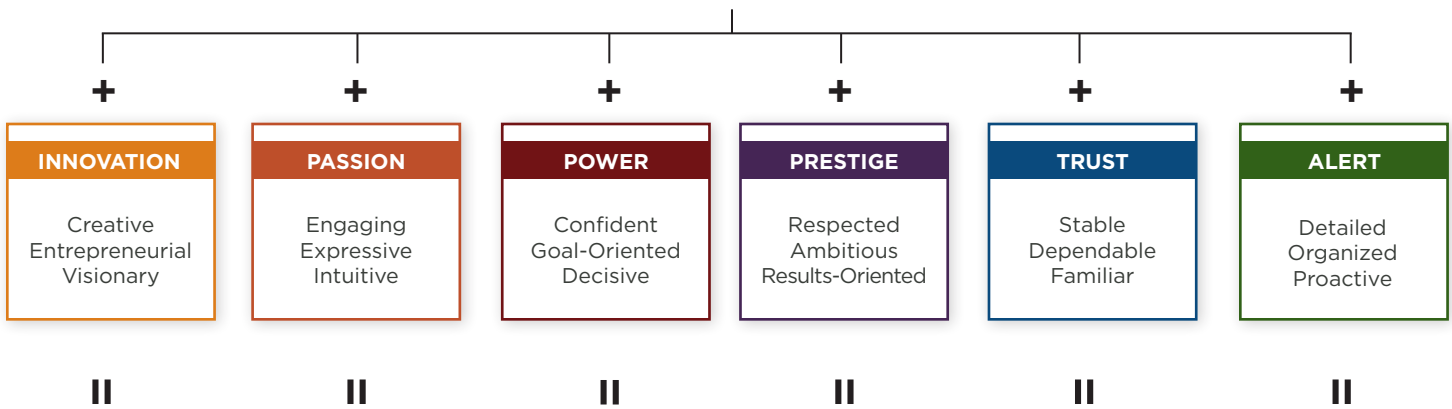
THE MYSTIQUE PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

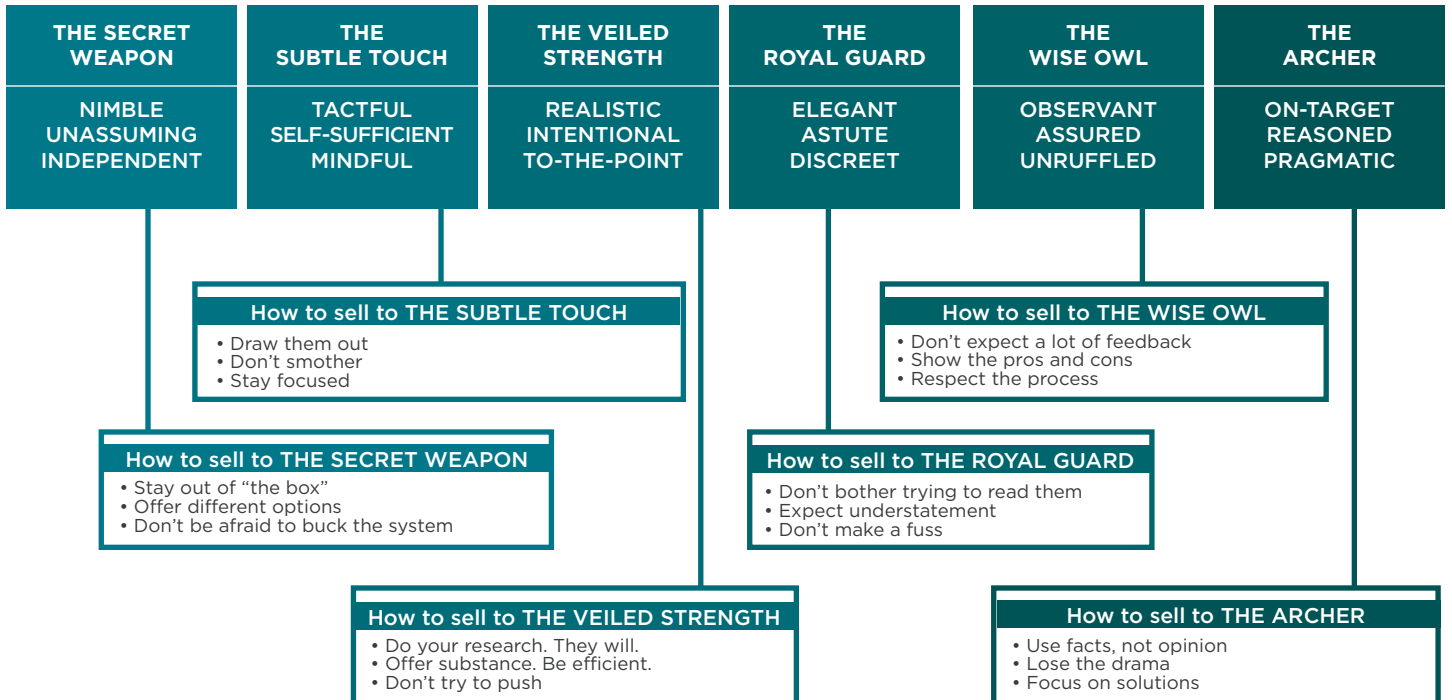
PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE



PRIMARY ADVANTAGE



ARCHETYPE



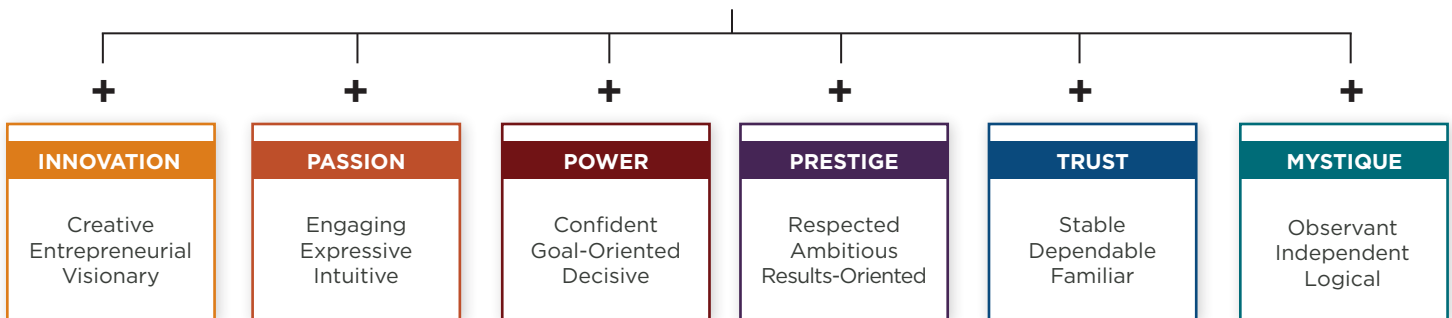
THE ALERT PERSONALITY, EXPLAINED

HOW TO UNDERSTAND (AND SELL TO) SOMEONE WITH THIS PRIMARY ADVANTAGE

PRIMARY ADVANTAGE + SECONDARY ADVANTAGE = ARCHETYPE



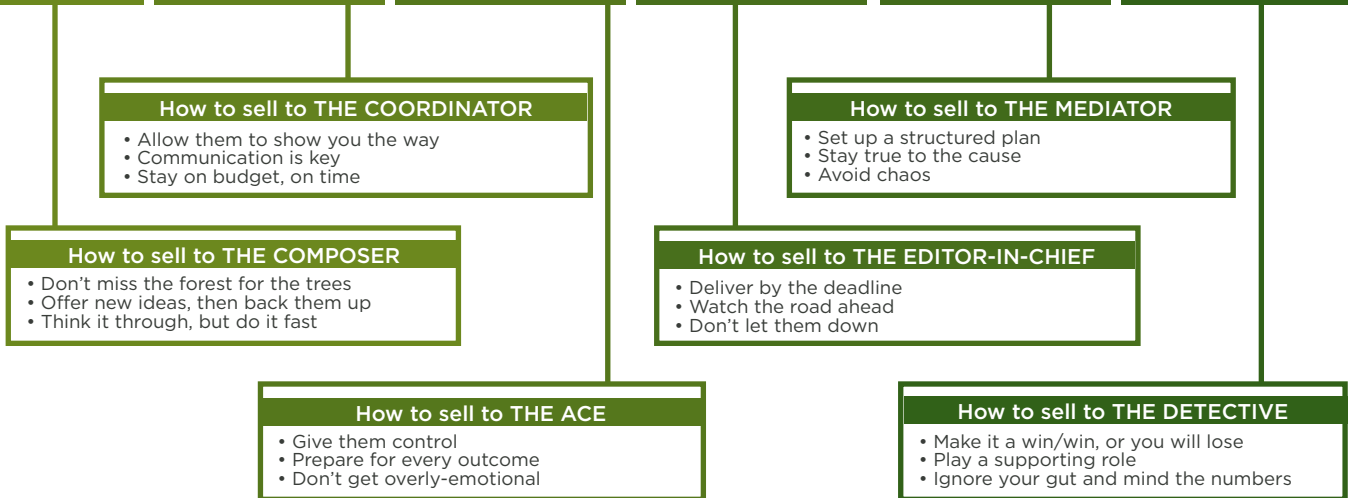
PRIMARY ADVANTAGE



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ARCHETYPE

THE COMPOSER	THE COORDINATOR	THE ACE	THE EDITOR-IN-CHIEF	THE MEDIATOR	THE DETECTIVE
STRATEGIC FINE-TUNED JUDICIOUS	CONSTRUCTIVE ORGANIZED PRACTICAL	DECISIVE TIRELESS FORTHRIGHT	PRODUCTIVE SKILLED DETAILED	STEADFAST COMPOSED STRUCTURED	CLEAR-CUT ACCURATE METICULOUS



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