

MARY ALBRIGHT

Fascinate Certified Advisor | Business Strategist

7 WAYS TO BE FASCINATING: A PERSONAL BRANDING MINI COURSE

When you are fascinating, you are providing value.

In today's modern world, personal branding is no longer an option. It's not just about having the best grades, the best degree or even the most experience. It's more and more about how you are different and how your differences - your Advantages - add value.

In the Fascination Advantage System, there are seven ways you are most likely to add value. Recognizing the advantages you have and those that you work with can help you be more successful in your business, communication and life.

You can use all seven advantages, but you also have a primary advantage. The one that is so natural for you, it's instinctive like breathing. But you can also learn to recognize the advantages of the people you work with on your team or in your business.

Here's what you'll get in this mini course:

- An overview of all 7 Fascination Advantages
- How you can recognize Advantages in yourself and others
- Ways you can use Advantages to be more fascinating in business and in life

Let's take a peek at all seven Fascination Advantages.

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Power personalities speak the language of confidence. You'll recognize that they communicate with command, strength and decisiveness.

- Do they tend to take control of a situation?
- Do they come across as decisive and confident?

They don't tend to sit passively by when they know they can make a difference.

They tend to confront problems and figure out a way around the obstacles to keep the train moving forward.

They'll weigh fact and opinion, but ultimately will design the action plan and take personal responsibility for it.

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PASSION

Expressive
Intuitive
Engaging

Passion personalities speak the language of relationships. They like to build rapport and relationships and likely have a wide social network. They enjoy being “warm and fuzzy.” They love to use colorful ideas and actions.

- Do they use vivid and emotional words and strong body language?
- Are they approachable? Are they an “open book?”

They do business by treating people like friends or even family. They love making the personal connections. They love to boost team spirit. It’s part of who they are.

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MYSTIQUE

Independent
Logical
Observant

Mystique personalities speak the language of listening and observation.

These are the people you tend to have a hard time reading. They keep things close to the vest. They may not speak up, but they think things through.

- Do they prefer to stand back and observe and stay out of the spotlight?
- Do they remain unruffled under pressure?

These are what I call the “cool cucumbers” - rarely emotional and they don’t let drama or pressure phase them. They just work through it. They selectively reveal what they know. But when they speak up, it’s always with substance.

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PRESTIGE

Ambitious
Results-Oriented
Respected

Prestige personalities speak the language of excellence.

This is not snobbery. It's about having high standards. These people are overachievers who are ambitious and have goals. They are focused on progress.

- Are they fiercely competitive?
- Do they have a keen eye for detail?
- Are they frequently unsatisfied?

These are the people who don't believe in good enough. They always believe in continuous improvement. They are motivated by clear rewards and respect.

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ALERT

Proactive
Organized
Detailed

Alert personalities speak the language of details and organization.

They are naturally focused on details and outcomes. They usually think about things in a linear way, especially when it comes to deliverables.

- Do they want information about the nuts and bolts of the project, not just the overview?
- Do they never lose track of deadlines?
- Do they think things through in a deliberate manner to catch all the details?

They are very organized and live with structure and organization. They keep things on track and on budget.

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INNOVATION

Creative
Visionary
Entrepreneurial

Innovation personalities speak the language of creativity.

They love the entrepreneurial approach and always bring something new to the table. They will bring out of the box and untraditional to the team. They love experimenting and exploring new ideas.

- Do they shake things up with new ideas and approaches?
- Are they pioneers, looking for a way to reinvent an existing product?
- Do they bring creative thinking to the table?

They love starting a new project even more than finishing it. They are those thinkers that make unusual associations quickly. Thinking in unconventional ways is the routine of an Innovation personality.

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TRUST

Stable
Dependable
Familiar

Trust personalities speak the language of stability.

These are the people you can depend on. In fact, dependable is likely something you associate with them without thinking. They are committed workers that like to work with familiar faces.

- Do they follow a routine?
- Do they deliver and follow through on what they say they'll do when they say they'll do it?
- Do they use tried and true methods vs experimenting?
- Are they traditional in dress and style?

They like to rely on what has worked in the past. However, they tend to go with the flow and not like to make waves. They like to rely on tradition, even when introducing something new.

Trust personalities tend to not like change. They like to keep the ship steady on an even keel.

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BONUS GRAPHIC:



As a Fascinate Certified Advisor, I work with professionals and entrepreneurs to understand their Fascination Advantage Assessment results and how to apply them in their businesses and communication.

I also provide team engagement training to organizational and corporate teams so they can learn how to work together more effectively and achieving higher levels of success.

If you have questions, want to take the assessment or work with me, please contact me directly at mary@maryalbright.com or visit my website at www.maryalbright.com.