

# C.S. Lewis & Co. Publicists

Editor/Producer,

Who among us doesn't delight in secretly filling out those magazine quizzes that measure how much smarter or sexier we are than the average Joe?

Such tests are fun, but they can also be valuable self-help tools. That's the idea behind a new book by experimental psychologist **ANDREW N. WILLIAMS**, called ***How Do You Compare?*** (Perigee, March 2004). In it, he presents twelve well-known, scientifically devised personality tests that let readers discover more about such key aspects of themselves as their IQ, creativity, relationships, sex, happiness, mood, and motivation.

This is the first time top-rated personality tests given by schools, therapists, employers, or forensic psychologists have been put into reader-friendly formats and made available to us to take in private, at our leisure. Best of all, we get to find out how we scored, learn what our results really mean, and then see how we compare with others who have taken the same test.

A professional personality tester with over twenty years' experience in the corporate and government worlds, Williams is charismatic and comfortable in front of every type of audience. He is available for an interview, and would be delighted to discuss a number of topics, including:

- **Who's Smart?:** The expert recounts humorous and often disastrous attempts by scientists to test intelligence throughout history, and dispels common myths about what intelligence means and what IQ tests really measure.
- **Boost Your Creativity:** Discover how experts measure creative abilities, and learn techniques to increase creativity, do more divergent thinking, and generate new ideas.
- **Getting More Out of Love:** Could sex be better? How about communication with your loved one? Can you "fix" incompatibility? Find out how to measure relationship health and what to do if your love life needs new spark.
- **Are You Truly Happy?:** Learn how experts gauge who's really happy and who's not. New research into the causes and side effects of optimism and negativity will spur you onto the path to self-improvement.
- **Do You Make Things Happen, or Do Things Happen to You?:** Whom you hold responsible for triumphs and failures is your "locus of control." Take a test to identify yours, and find out why this part of your personality could be key to your success.

***How Do You Compare?*** is one of the most fun and original books to come out of the self-help genre, and provides food for thought for anyone wanting to discover more about themselves.

Please let me know if I can arrange a time for you to interview the author.

Best Regards,

Cathy Lewis

# Want to Learn Who You Really Are?

**New book presents twelve personality tests to help you discover hidden truths about yourself.**

Haven't you secretly wanted to test your IQ now that you're an adult? Wouldn't you like to know how creative, happy, and sexually satisfied you are compared with other people?

Research psychologist **ANDREW N. WILLIAMS** found twelve of the most revered and interesting personality tests designed by professionals and assembled them into a fun new book, ***How Do You Compare?*** (Perigee, March 2004). With these quizzes and the thoughtful analysis and self-improvement hints accompanying each one, you'll discover more about yourself in a short time than you would by reading stacks of self-help books.

Each chapter focuses on one key aspect of the personality, such as creativity, relationship skills, sexual attitudes, or self-motivation, and presents the best quiz used by pros to measure it. Once you learn what your results mean, you get to find out how you stack up against thousands of others who took the same test.

Discover:

- What your IQ, or mental potential, is
- How your sex life compares with others'
- How healthy your relationship is and how to make it better
- How to measure your creativity and cleverness
- How skillful you are in social settings
- How to be happier and experience higher highs
- How to boost your creative abilities
- How to improve your love life
- How to be more in control of your life

Chock-full of trivia, fun facts, cartoons, and recent study findings from the world of social psychology, this is the first book that lets readers take self-tests to uncover fascinating truths about their intelligence, creativity, relationships, sex life, happiness, moods, motivations, and attitudes so they can acquire insights and tools to make lasting changes.



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*You are a wonderful combination of your genes and your experiences. Knowing your strengths and weaknesses brings insight as you work toward change. Changing yourself is not easy, but it can be done.*

—**ANDREW N. WILLIAMS**

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# About the Author

**ANDREW N. WILLIAMS**, an expert in psychological and personality testing, is author of ***How Do You Compare?*** (Perigee, March 2004).

An experimental psychologist with more than twenty years' experience conducting research studies in academic, government, and private firms, Williams has overseen the administration of interviews to over half a million people. As he puts it, "I study people for a living. I give them surveys and tests and analyze the results."

Williams' vast knowledge of the history and development of personality assessment enabled him to sift through thousands of tests to find ones that would be both scientifically sound and enlightening for readers. Anything but stodgy and academic, Williams sees himself as a psychological palm reader who loves to decipher secrets and decode meanings hidden in psychological evaluations and research studies.

Williams has written dozens of technical reports, authored journal articles, edited a newsletter, and regularly presents papers at international conferences. He lives in rural Iowa.



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# Interview Topics

## Twelve Personality Tests that Could Change Your Life

*Learn how to use these tests to better yourself.*

Experimental psychologist Andrew N. Williams says self-tests that teach you about your personality and potential can be incredible self-help tools because they highlight aspects of you that could use improvement. He discusses:

- Best quizzes for measuring everything from intelligence and creativity to happiness and motivation
- How your scores can help you improve communication, sex, and day-to-day relations with a loved one
- How to use your results as a powerful tool for change
- How to improve if you are disappointed with your scores

## What's Your IQ?

*Learn how experts measure brain power and what scores really mean.*

Intelligence is not what intelligence tests measure, according to professional personality tester Andrew N. Williams. IQ tests only measure attributes closely tied to your physiology—the hardware you were born with. These include your mental abilities, such as verbal and analytical skills, and your ability to use logic and solve problems. But they don't measure such critical components of intelligence as creativity, social skills, and motivation. He explains:

- IQ testing through the ages, from craniometry to Mensa
- Aspects of intelligence you can improve, and how to do it
- How to find out if you are a genius or near-genius

## How to Be More Creative

*Discover ways to improve this key part of your personality.*

Experimental psychologist Andrew N. Williams says experts have come up with two fun and excellent tests that measure your creativity: the Wordsmith's and Engineer's creativity tests. If your goal is to become more creative, it may involve breaking some old habits and bringing a fresh approach to everyday activities. Learn:

- Eight ingredients that make a creative character
- Seven paradoxes of truly creative people
- Five things that kill creativity
- A dozen techniques to boost creativity and nurture ideas
- How to tap into creativity with "mind-mapping"



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*You don't have to be a genius to excel in school. The average high school graduate has an IQ of 100. The average college graduate has an IQ of 115. And the average IQ of PhD and MD recipients is 125.*

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## Creativity Fun Facts

- *If you have a messy desk, people will think you're more creative.*
- *Creative people tend to be lonelier.*
- *Runners tend to be more creative than their sedentary counterparts.*
- *Happy people perform better on creativity tests.*

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## Are You Ready to “Test” Your Relationship?

*Find out what relationship assessment scores reveal.*

Behavior expert Andrew N. Williams says a key part of your personality is how well you get along with others. The health of your primary relationship tells a lot of the story. He recommends two tests you and your loved one can take that measure relationship satisfaction and closeness. In addition, he talks about:

- Eight ingredients for a successful relationship
- How to increase the quality of your relationship
- Constructive discussion topics for you and your loved one
- The jealousy quiz: Are you too possessive?

## Are You a Good Lover?

*Yes, there's a test for this too!*

Early testing on human sexuality focused on the *how*, the *when*, and the *where*. More recently, the psychology has moved on to the *why*. Psychologist Andrew N. Williams presents a couple of sex tests that are fun ways to learn new things about your sexual self and how you compare with others. He discusses:

- An easy-to-take test that gauges your sexual opinions
- A test that measures your sexual desires
- How your personality holds clues to your sexual activity levels
- Tips from professionals to boost your sex life

## The Path to Greater Happiness

*Test your happiness quotient and find out why it matters.*

Happiness, positive outlook, and peak experiences are the new “it” topics in social and medical research. Experimental psychologist Andrew N. Williams says that's because happiness is the key indicator that lets our bodies know that all biological and psychological systems are satisfied. Fortunately, you can change the traits that help you become happy. Discover:

- Four scientific tests that measure how happy you are
- Fun and fascinating facts and findings from happiness researchers
- Twelve ways to achieve greater happiness

## Who Is the Boss of Your Life?

*Find out how your “locus of control” affects your life.*

Psychologists call people who take the credit for success and blame for failure *internals*. *Externals*, on the other hand, mostly attribute what happens to them to good and bad luck. Personality tester Andrew N. Williams calls locus of control the best-kept secret in psychology. Learn:

- How to find out if your locus of control is internal or external
- How this fascinating concept affects everything from your self-esteem to your career path
- How to gain more control in life and accountability to yourself

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*To find a mate, visit health clubs. Experts have identified a post-exercise state called excitation transfer. Right after people work out, their hearts beat wildly, they're flushed, and they often mistake such sweaty feelings for love.*

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*Studies have found that a single kiss burns 2 calories and releases feel-good endorphins into the brain.*

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*People living at the equator experience SAD—seasonal affective disorder—at the hottest, brightest time of the year. In northern climates, SAD correlates with dark and cold.*

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*Marital happiness increases during the first few years of marriage, declines for ten to twenty years, then spikes to its highest level when the kids leave home for good.*

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*By the time you are sixty, you will have picked up pretty much every chronic disease of aging you are going to get.*

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# Suggested Interview Questions

1. How did you decide on these specific twelve personality tests?
2. How can a reader put this book and the test results to good use?
3. How did sex testing get started and how has it changed over the years?
4. What kinds of tests do you include for couples in this book, and what might they teach a couple about their relationship?
5. What are the two tests in your book that assess your ability as a lover, and what exactly do they measure?
6. What kinds of things can someone learn from the sex tests in your book?
7. How is creativity measured?
8. How important are social skills in a person's success in life?
9. How do experts measure happiness?
10. What is *locus of control*, and why do psychologists believe it is so important?
11. What's the difference between IQ and intelligence?
12. How can one tell if a test is unbiased and yields good results?



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# How Creative Are You?

Take this short quiz to find out.

Experts have found that creative people, such as successful poets, writers, scientists, and mathematicians, are able to take disparate ideas and link them together. Adapted from the Wordsmith's Creativity Test, the following quiz is designed to measure your ability to do the same.

For each of the following sets of three words, find the fourth that is related to the other three. For example, what word is related to *paint*, *doll*, and *cat*? The answer is *house*, because it forms *house paint*, *dollhouse*, and *house cat*. When you are done, check your scores, at bottom.

- |     |           |          |          |       |
|-----|-----------|----------|----------|-------|
| 1.  | widow     | bite     | monkey   | _____ |
| 2.  | bald      | screech  | emblem   | _____ |
| 3.  | walker    | main     | sweeper  | _____ |
| 4.  | blood     | music    | cheese   | _____ |
| 5.  | chamber   | staff    | box      | _____ |
| 6.  | lick      | sprinkle | mines    | _____ |
| 7.  | bass      | complex  | sleep    | _____ |
| 8.  | chocolate | fortune  | tin      | _____ |
| 9.  | mouse     | sharp    | blue     | _____ |
| 10. | envy      | golf     | beans    | _____ |
| 11. | athletes  | web      | rabbit   | _____ |
| 12. | board     | magic    | death    | _____ |
| 13. | lapse     | vivid    | elephant | _____ |
| 14. | room      | blood    | salts    | _____ |
| 15. | puss      | tart     | spoiled  | _____ |
| 16. | stop      | petty    | sneak    | _____ |
| 17. | inch      | deal     | peg      | _____ |
| 18. | note      | dive     | chair    | _____ |
| 19. | shopping  | washer   | picture  | _____ |
| 20. | sore      | shoulder | sweat    | _____ |

—MORE—



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## Scoring

For each correct answer below, give yourself one point.

- |           |            |            |
|-----------|------------|------------|
| 1. spider | 8. cookie  | 15. sour   |
| 2. eagle  | 9. cheese  | 16. thief  |
| 3. street | 10. green  | 17. square |
| 4. blue   | 11. foot   | 18. high   |
| 5. music  | 12. black  | 19. window |
| 6. salt   | 13. memory | 20. cold   |
| 7. deep   | 14. bath   |            |

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YOUR SCORE	PERCENTILE	CONCLUSION
6 or less	10 <sup>th</sup>	
8	20 <sup>th</sup>	A tad creative
9	30 <sup>th</sup>	
10	40 <sup>th</sup>	
11–12	50 <sup>th</sup>	Average
13	60 <sup>th</sup>	
14	70 <sup>th</sup>	
15	80 <sup>th</sup>	Highly creative
16 or more	90 <sup>th</sup>	

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### *What Your Score Means*

**9 and below:** You probably found this quiz frustrating. Don't worry—you can improve your creativity by practicing writing your own questions and answers, thinking of roots of various words and how to make them into puns or rhymes, and by making up novel links between your job and other concepts such as building, painting, music, and nature. Have fun, and watch your creativity bloom.

**Between 10 and 13:** You have some creative tendencies, but your score is about average for a well-educated American. Give yourself a ten-minute work-out every day thinking of words and ideas in new ways, and you will become more innovative, imaginative, and inspired.

**14 and above:** Your creativity could give the Bard a run for his money! You are a quick wordsmith and probably a witty person to hang around with. Your verbal creativity skills are in the top third of all Americans. Keep up your inventive way of thinking.



# How Satisfying Is Your Relationship?

Take this quiz to find out.

The Relationship Satisfaction Test was developed in the 1980s by a Texas psychologist, and is easy to take because it only has seven questions. But don't be fooled: Each one requires a lot of thought. Do not rush. For the following questions, circle the number that best rates how you feel about your relationship. See scoring, at bottom.

## 1. How well does your partner meet your needs?

POORLY		AVERAGE		EXTREMELY WELL
1	2	3	4	5

## 2. In general, how satisfied are you with your relationship?

DISSATISFIED		AVERAGE		EXTREMELY SATISFIED
1	2	3	4	5

## 3. How good is your relationship compared to most?

POOR		AVERAGE		EXCELLENT
1	2	3	4	5

## 4. How often do you wish you hadn't gotten in this relationship?

VERY OFTEN		SOMETIMES		NEVER
1	2	3	4	5

## 5. To what extent has your relationship met your original expectations?

HARDLY AT ALL		AVERAGE		COMPLETELY
1	2	3	4	5

## 6. How much do you love your partner?

Not much		Average		Very much
1	2	3	4	5

## 7. How many problems are there in your relationship?

VERY MANY		AVERAGE		VERY FEW
1	2	3	4	5

—MORE—



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## ***Scoring***

Add up the numbers you circled.

**If your score was 7–25:** Your relationship is no Cinderella story. Seventy percent or more of the population are happier in their relationships than you are. If you have invested a great deal of time into your relationship and wish to continue with this person, you must focus on building consensus and openly discussing your needs and expectations with your partner.

**If your score was 26–32:** Your relationship is about as charmed as that of most American couples'. You and your partner probably have the ordinary ups and downs, but in general you are quite satisfied. There is, however, room for improvement. Review your scores together for clues on which areas need enhancement. Get these issues out into the open, and chances are you and your partner will be able to work things out and obtain greater satisfaction.

**If your score was 33–35:** You are exceptionally satisfied in your relationship, and scored in the top 30<sup>th</sup> percentile of all couples. Congratulations on having built a gratifying partnership. While you have all the ingredients for a blissful relationship, be careful about becoming complacent.

# How Satisfying Is Your Sex Life?

Take this quiz to find out.

Developed in the 1970s, this test was designed by a famous sex psychologist to measure sexual desires. Take it when you are comfortable and not distracted. For each of the following questions, enter in the first column the number that corresponds with how often each of these experiences happens to you. In the second column, enter the number that means how often you would like it to happen. Use the third column to write the difference between how often it happens and how often you would like it to happen. See scoring, at bottom.

## POSSIBLE ANSWERS

1                      2                      3                      4                      5                      6  
 NEVER            RARELY            OCCASIONALLY    FAIRLY OFTEN    USUALLY           ALWAYS

SEXUAL ACTIVITY	How often does this happen?	How often would you like it to happen?	Difference
1. Seeing your partner nude.			
2. Your partner seeing you nude.			
3. Kissing for one minute continuously.			
4. Giving your partner a body massage without touching sexual parts.			
5. Your partner giving you a body massage without touching sexual parts.			
6. Caressing your partner's private parts with your hands.			
7. Your partner caressing your private parts with their hands.			
8. Caressing your partner's private parts with your lips or mouth.			
9. Your partner caressing your private parts with their lips or mouth.			
10. Caressing your partner until he/she reaches orgasm.			
11. Your partner caressing your private parts until you reach orgasm.			
12. Having sexual intercourse.			
13. Having sexual intercourse until you both have orgasm.			



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## *Scoring*

Scoring is simple: For each item, subtract the smaller number from the bigger number and write in the difference in the third column. Then just add up the differences.

**If your score was 0–7:** Nirvana, here we come! You are extremely satisfied with your sex life. You and your lover probably have excellent communication skills, and you let each other know what you like and dislike—and how often you like it. Have your partner take the test too. If his/her score falls within your range, you are a wonderful lover and will enjoy many years of great sex.

**If your score was 8–13:** Ooh la la! You have a fulfilled sex life. You and your partner are able to communicate about what each of you likes and needs. You may differ on a couple of activities, but for the most part you can consistently set those sheets on fire. Be sure to have your partner take the test too so you can discuss the results together.

**If your score was 14–39:** The potential for sexual bliss is there, but you and your partner have some work to do. You are either not letting your partner clearly know your needs or your partner is not doing his/her job to fulfill those needs. Talk about this test with your lover, and then schedule some romantic time together. Be flexible and open, and you will probably see positive results in a month.

**If your score was 40 or above:** Warning: Your lover is not meeting your needs. You are sexually unfulfilled and you are not enjoying what you want most of the time. There may be problems in your relationship other than lack of sexual satisfaction. See if you can talk about this test with your lover and come up with some solutions.