



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD



FASCINATE CERTIFIED ADVISOR TRAINING SESSION

BUSINESS DEVELOPMENT RESOURCES TRAINING SESSION



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BREAKOUT ACTIVITY - BUSINESS DEVELOPMENT PLANNING

Share ideas, gather insights and brainstorm with fellow FCAs the business opportunities and application methods you can use bringing the How to Fascinate® system into your business. The purpose of this activity is to stimulate ideas, share your expert advice and establish supportive partnerships as you integrate HTF into your business.

<p>Outline your business development plans – key highlights and action items</p>	
<p>What ideas, insights or feedback did you gain in your FCA breakout group?</p>	
<p>What are your top 3 committed action items/ priorities following the FCA training?</p>	
<p>How will you support each other moving forward to your next steps? Ie/Email updates, set up a check in call, follow-up and follow-through.</p>	

HOMEWORK

To get the most out of your learning experience put what you`ve learned into action immediately.

<p>Take action on your FCA business development plan.</p>	
<p>Partner up! Set up a FCA check-in.</p>	
<p>Practice Anthem Building with at least 5 clients, within 3 of completing training.</p>	

QUICK REFERENCE SHEET

FOR FASCINATE CERTIFIED ADVISORS

LOGGING INTO MY FASCINATE ACCOUNT

1. Go to: HowToFascinate.com
2. Click the blue “Login” button in the top right corner of the page
3. Log in using the email address and password you entered when you took the assessment

LOGGING INTO MY REFERRAL PARTNER CENTER

1. Go to: AffiliateLogin.HowToFascinate.com
2. Log in using the Affiliate username and password you created

PURCHASING PRODUCTS

1. Go to: HowToFascinate.com
2. Click “Products and Pricing” on the home page
3. Add your products to the cart
4. Use your discount code (“Promo Code”) during check out
Your discount codes are located in the Wholesale Price List, inside your Referral Partner Center

SHARING ASSESSMENTS

1. Log in to your Fascinate Account
 2. Click “Send Test” on the left side menu
 3. Copy the link that corresponds to the type of assessment you want to send (full or express)
 4. Send the link via email or message to your intended recipient*
- *IMPORTANT: These “invitation links” can be used by anyone. Tell your recipients not to share the link.

TECHNICAL SUPPORT & CUSTOMER SERVICE

Questions about your account?
Need help finding resources?

Send questions to our Advisor Support Team at Hello@HowToFascinate.com or call our office Monday through Friday, 9am – 6pm Eastern Time: (407) 519-1071.

MEET TEAM FASCINATE

Go to: www.HowToFascinate.com/about-us

How To Fascinate – 1522 E Robinson Street, Orlando, FL 32803 – (407) 519-1071
Send questions to: Hello@HowToFascinate.com or call: (407) 519-1071 M-F 9am-6pm ET

HOW TO PURCHASE ASSESSMENTS

Begin at <http://howtofascinate.com/store/team-profiles>.

TAKE YOUR TEAM FROM DISCOURAGED TO UNSTOPPABLE

The first thing people say when they get their Fascination Profile is, "I wish my wife, my husband, my friend, my partner, my boss could take this. The second thing they say is, "I wish my team could take this." Your wish is our command.

FOR INDIVIDUALS

- FASCINATION PROFILE >
- MORE PRODUCTS FOR YOU >
- FIND A CERTIFIED ADVISOR >
- BECOME A CERTIFIED ADVISOR >

FOR TEAMS & BUSINESS

- TEAM PROFILES >**
- MORE PRODUCTS FOR YOUR TEAM >
- TEAM TRAINING >

QUANTITY DISCOUNTS

We offer savings on the *Fascination Personality Test* for groups and teams because we know how much they benefit from this information. Experience the transformation for yourself when your team discovers how they fascinate! You will then be able to map the data, develop improve working relationships and make plans for future growth!

QUANTITY	PRICE	SAVINGS
1	\$47 ea.	
2-99	\$37 ea.	SAVE 20%
100-1999	\$28 ea.	SAVE 40%
2000+	\$18 ea.	SAVE 60%

BUY TEAM PROFILES NOW

Select **BUY TEAM PROFILES NOW**. Change the Quantity to the desired number of assessments and select Update. Enter the promo code **FCA-DISCOUNT** to receive your discount off the purchase price.

Note: if your purchase is linked to your affiliate account, you will not be awarded affiliate commission if you used your discount code.

Fill out the billing information, be sure to **use the same email** that you used to set up your account when you took the test. This will add the additional test credits to your Fascination Advantage account. Select Checkout, then select Place Order.

Once you've purchased the assessment credits, log into your account (howtofascinate.com/login).

Then, click on My Team Profiles, then View My Team Profiles. You'll then see the URL and the instructions to send the test to your team members.

SAMPLE EMAIL COPY / INSTRUCTIONS TO INVITE MEMBERS TO THE ASSESSMENT

Subject line: It's here! Your Fascination Advantage Report

Welcome to the Fascination Advantage!

What kind of first impression do you create? How do others see you?

Your personality has a specific advantage. In just 5 minutes, you can discover your own advantage-- and what makes you stand out.

The Fascination Advantage® Assessment is the first marketing-based communication assessment developed with branding, rather than psychology. Answer just 28 questions, and you'll find out how others perceive you. Created by [Sally Hogshead](#), and based on results of a million participants, this test will reveal the very best of how the world sees you.

Please note: A single license for an assessment has been purchased on your behalf. Do not share your link with anyone as this is a private link solely for use by [Company].

Take the Assessment now:

1. Click on the link provided - **ENTER LINK HERE**
2. Set up your account with a username and password.
3. Complete the assessment. (It takes 5 minutes.) You'll immediately receive your in-depth, custom report, which identifies your personality advantage.

Have any specific questions on the advisor program?

Email: FCA@howtofascinate.com

HOW TO CHECK RESULTS

Refer to our “Buying and Sharing” guide for instructions on sending tests out to users.

Be sure you are logged into howtofascinate.com then go to: portal.howtofascinate.com/members/invite

Then click “View Completed Reports.”

Here you can view data on everyone that’s taken tests through your share link.

1 SEND TESTS (FROM ORDER #1):
Copy and paste the URL below and email it to the individuals you would like to take the test and receive their Fascination Advantage report. Note that you may want to remind them not to share the code. How To Fascinate is not responsible for unauthorized sharing of the codes.

`https://portal.howtofascinate.com/members/invite/4853127878893460944006`

SAMPLE EMAIL MESSAGE
See the sample email message below which you can copy, paste and send to the people you want to receive their Fascination Advantage report.

2 VIEW COMPLETED REPORTS
Click to view the list of people you've invited who have received their Fascination Advantage Report.

Here you'll see the results, with an option to view, download PDF, or export all to a .csv file.

Date	Name	Archetype	Primary	Secondary	Dormant	Full Report
07/28/2016	[Redacted]	The Subtle Touch	Mystique	Passion	Trust	View Download
07/28/2016	[Redacted]	The Connoisseur	Prestige	Passion	Mystique	View Download
07/28/2016	[Redacted]	The Maestro	Power	Prestige	Alert	View Download
07/28/2016	[Redacted]	The Talent	Passion	Prestige	Power	View Download
07/28/2016	[Redacted]	The Guardian	Power	Trust	Mystique	View Download
08/01/2016	[Redacted]	The Anchor	Trust	Mystique	Passion	View Download
08/08/2016	[Redacted]	The Trendsetter	Innovation	Prestige	Mystique	View Download
08/09/2016	[Redacted]	The Rockstar	Innovation	Passion	Mystique	View Download
08/10/2016	[Redacted]	The Evolutionary	Trust	Innovation	Mystique	View Download
08/10/2016	[Redacted]	The Avant-Garde	Prestige	Innovation	Mystique	View Download
08/12/2016	[Redacted]	The Maverick Leader	Innovation	Power	Alert	View Download

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HOW AND WHEN TO USE CUSTOM CODES

Custom codes allow you to send users to [HowToFascinate.com/you](https://www.howtofascinate.com/you) and have them use an access code set by you. This is instead of the normal way of sending them your share link, for instructions of how to do this refer to our “Buying And Sharing Tests” guide.

Custom codes are best used when you are going to have one large group of people take the test. It makes the instructions very simple, and segments this group of people separately then you do with your share link. This is the system Sally uses when giving speeches.

Custom codes are free for FCAs if they are purchasing 10 or more assessments at once. Be aware that this is a manual process on our end, so you will only receive one export of your data.

LET'S GET STARTED

1. **Fill out the form.** So we can create your free account.
2. **Take the assessment.** Discover your Advantages in 5 minutes or less.
3. **Get your Report.** You'll receive your web-based report immediately after finishing the assessment.

ALREADY TAKEN THE ASSESSMENT?

Congratulations, you overachiever.

1. To access your assessment results, go [here](#).
2. If you already took the assessment and you have a code – give it to a client, colleague, or friend to help them understand their own distinct value.

The screenshot shows a registration form with the following fields: Assessment Code*, First Name*, Last Name*, Create Password*, and Verify Password*. Below these fields is an Email Address* field. A checkbox labeled "I agree to the Terms and Conditions of Use and Privacy Policy" is present. A yellow "START NOW" button is at the bottom. Below the form, there is a privacy notice: "WE RESPECT YOUR PRIVACY. If you do not wish to receive any further information from us, simply click the UNSUBSCRIBE link at the bottom of the email you receive with your Fascination Advantage Result. By accessing the Fascination Advantage® Assessment you agree to the Terms and Conditions of Use and Privacy Policy of How To Fascinate."

You may contact Carrie@howtofascinate.com to receive updates or to request your export. It's best to wait until you believe most or all of your participants have taken the test.

TO PURCHASE A CUSTOM CODE, GO TO THIS LINK:

<https://ea106.infusionsoft.com/app/orderForms/Custom-Access-Code-and-FAA>

Then you should use the following promo codes:
FCA-code and **FCA-DISCOUNT**

Your code will be made available shortly, you may contact Carrie@howtofascinate.com or FCA@howtofascinate.com to find out if your code is active.

Have any specific questions on the advisor program?

Email: FCA@howtofascinate.com

HOSTING FASCINATE BLOG POSTS ON YOUR SITE

We have an exciting addition to your FCA benefits. We want to give our advisors more content to excite customers, get leads and sell more.

You may now repost any of the blog posts found in howtofascinate.com/blog (text and images).

Here are the guidelines for reposting Fascinate blog posts.

DO:

- Include images and text verbatim
 - Feel free to add an image if one is not provided with the post
- Feel free to preface with your commentary
- Change the formatting of the required text if you want to give it less emphasis on the page
- Remove the “tweetables,” if it doesn’t fit within your blog

DO NOT:

- Alter the required text, except for the **second link** which you may replace with your affiliate link
- Change the words in the body of the post
- Aside from your commentary, claim it was written by someone that is not Sally Hogshead
- Post blog posts that are not currently on the site or have been taken down

REQUIRED TEXT TO BE PLACED IMMEDIATELY FOLLOWING THE END OF THE POST

Blog originally written by Sally Hogshead on [How To Fascinate](#).

If you want to stand out from the crowd-- to grow your reputation, and attract more business-- then you need to know how the world sees you. Tap into your personality’s natural advantages, and unlearn how to be boring.

Want to learn how YOU fascinate? Start with the landmark Fascination Personality Test, the first science-based personal brand test.

[Start fascinating in five minutes.](#)

HOSTING FASCINATE BLOG POSTS ON YOUR SITE EXAMPLE

Below you will find a sample blog post with the required text. One with just the required text and another with a note from the reposter. This particular blog post has been intentionally shortened to fit on a single page.

10 CREATIVE WAYS TO APPLY PERSONAL BRANDING

10 CREATIVE WAYS TO APPLY PERSONAL BRANDING

BY @SALLYHOGSHEAD



You only have 9 seconds to make a meaningful first impression in person or on the phone. How much time do you have in the virtual world to make your introduction?

Your Personal Brand is your key to standing out in 9 seconds.

Personal brand statements are something easily communicated in person, but unfortunately unless you can get everyone in a room to “woo” them, you need your online presence to speak for you.

How can you make your online personal brand persuade and influence?

This is where your [Anthem](#) comes into play.

You may have heard them called personal brand statements, but we like to call them Anthems. In only two or three words, your Anthem describes how you are different, and what you do best. It’s simple to remember, easy to communicate, and instantly illustrates how you add distinct value.

Think of it as a “tagline” for your personality. Your Anthem is your personal brand statement.

Blog originally written by Sally Hogshead on [How To Fascinate](#).

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10 CREATIVE WAYS TO APPLY PERSONAL BRANDING

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BY @SALLYHOGSHEAD



This blog really encouraged me to jump start my personal brand. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In at vestibulum ex..

Hope you enjoy it!

-From John

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Email: FCA@howtofascinate.com

USING YOUR AFFILIATE LINK

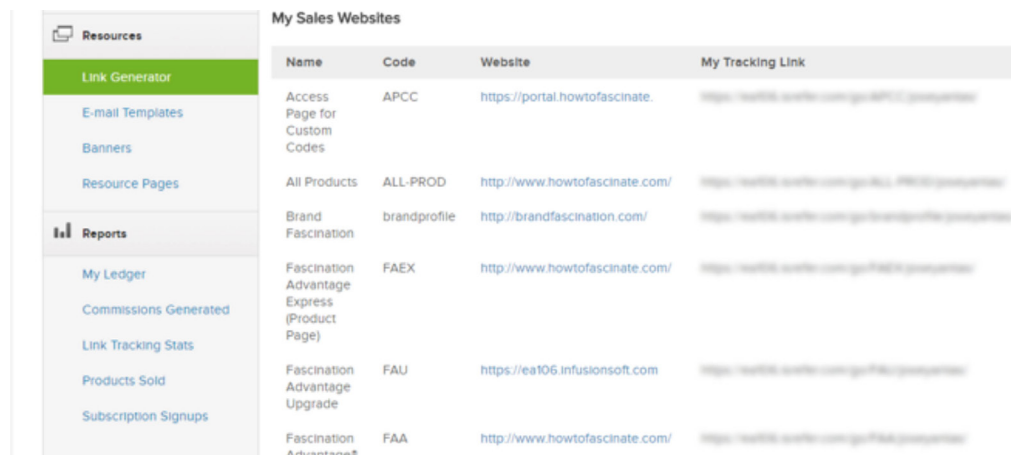
WHAT IS AN AFFILIATE LINK?

It's a web address that sends a user to a particular page on our How To Fascinate site. Then if the user purchases, you receive a commission on that purchase. For FCA's the commission is 40%.

HOW DO I GET MY AFFILIATE LINK?

Becoming an affiliate is part of the sign-up process of becoming a Fascinate Certified Advisor. If you have not done this yet, [click here to sign up](#). Then notify FCA@howtofascinate.com.

Once signed in, navigate to Link Generator.



Name	Code	Website	My Tracking Link
Access Page for Custom Codes	APCC	https://portal.howtofascinate.com/	https://ea106.infusionsoft.com/ga/APCC/presentation
All Products	ALL-PROD	http://www.howtofascinate.com/	https://ea106.infusionsoft.com/ga/ALL-PROD/presentation
Brand Fascination	brandprofile	http://brandfascination.com/	https://ea106.infusionsoft.com/ga/brandprofile/presentation
Fascination Advantage Express (Product Page)	FAEX	http://www.howtofascinate.com/	https://ea106.infusionsoft.com/ga/FAEX/presentation
Fascination Advantage Upgrade	FAU	https://ea106.infusionsoft.com	https://ea106.infusionsoft.com/ga/FAU/presentation
Fascination Advantage*	FAA	http://www.howtofascinate.com/	https://ea106.infusionsoft.com/ga/FAA/presentation

Here you can create links and find your links to our products.

WHAT'S THE BEST LINK TO SHARE?

Generally, the best link to send is “All Products.” This one gives you commission for any sales made by that person. However, it is also good to send links to specific products if you are pushing that particular product. In this case, the “Fascination Advantage Assessment” would be the best link to share.

WHERE SHOULD I PUT MY AFFILIATE LINK?

Anywhere! Your social media and website are great starts. Also, giving them to prospects can be a way to earn commission and interest. Another great place to put your link is in rehoused Fascinate Blog. **Please refer to our guide on “Rehosting Fascinate Blogs” for further instruction.**

Have any specific questions on the advisor program?

Email: FCA@howtofascinate.com

THE LEGAL STUFF...

No amendments, alterations or changes may be made to this document or the underlying Fascination Advantage® assessment without first obtaining the express written permission of How To Fascinate or Sally Hogshead.

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