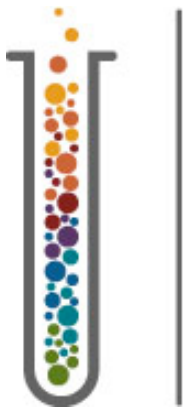


Providing you with the system to share  
the first Communication Assessment  
built for the 21<sup>st</sup> Century



**HOW TO FASCINATE**  
DISCOVERED BY SALLY HOGSHEAD

## Affiliate Tutorial - 2016

You are on your way to becoming a Fascinate Affiliate! This tutorial can be used as a reference to sign up, or a refresher if you want to get back into the game.

## I. Sign Up to Create Your Account

### Affiliate Program Application

**Step 1: Tell Us About Yourself** Step 2. Sign Affiliate Agreement

Complete this form to enroll in the Fascinate Affiliate Program. Upon completion, we'll email you everything you need to get started, including your login credentials to the Partner Resource Center to get marketing collateral.

**Before starting the application process, make sure you have:**

- Your tax identification number to complete a W-9 (U.S.) or W-8 (international) tax form.
- The email address associated with your PayPal® account.

**Fascinate Master Affiliate Agreement.** To view the Fascinate Master Affiliate Agreement [click here](#).

#### Part 1 - Contact Information

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
Phone *	<input type="text"/>
Email *	<input type="text"/>

#### Part 2 - Commissions

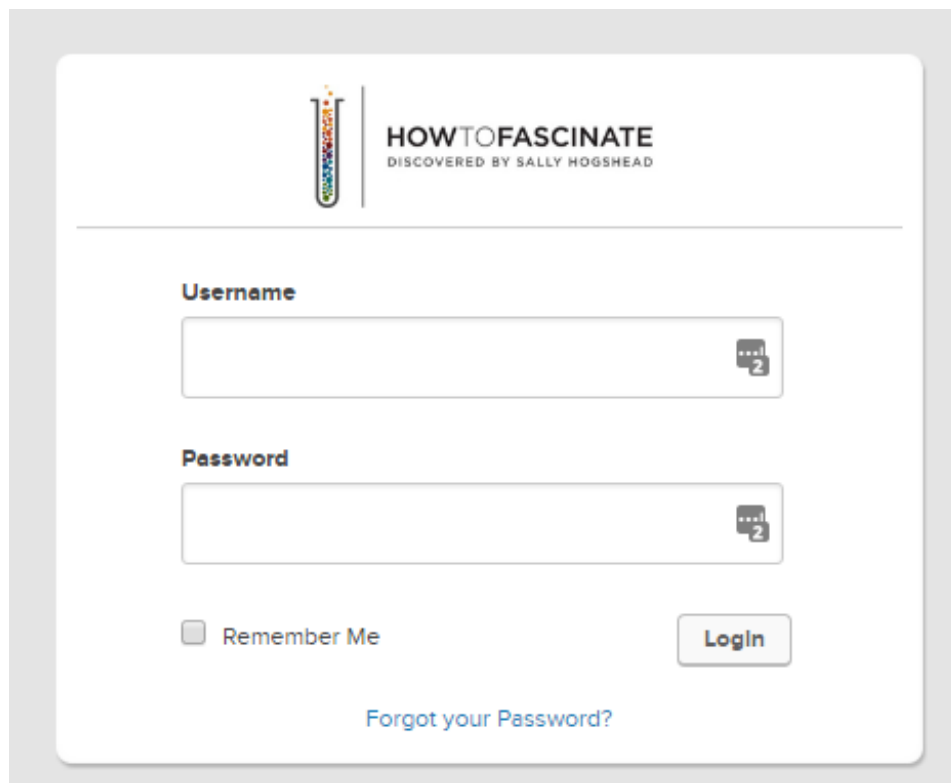
All commissions are paid via PayPal. Please verify that the email address you provide below is accurate!

PayPal Email Address *	<input type="text"/>
------------------------	----------------------

[Click here to get started.](#)

## II. Your Affiliate Account

- Our Affiliate portal is hosted on InfusionSoft
- Each affiliate has their own login.
- Once created go to: [AffiliateLogin.HowToFascinate.com](http://AffiliateLogin.HowToFascinate.com)

The image shows a login form for 'HOWTOFASCINATE', which is 'DISCOVERED BY SALLY HOGSHEAD'. The form is set against a light gray background. At the top left of the form is a logo consisting of a vertical bar with colorful dots. Below the logo, there are two input fields: 'Username' and 'Password'. Each field has a small icon of a speech bubble with the number '2' inside, indicating a character count. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a 'Login' button. At the bottom of the form, there is a link that says 'Forgot your Password?'.

HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

Username

Password

☐ Remember Me

Login

[Forgot your Password?](#)

When creating your log in, use your real name or business name as your username. It will be used in your shareable affiliate link.


### III. The Affiliate Portal: How to Access and Sell the *Fascination Advantage* Personality Assessment









1. Complete your set-up by updating your profile.
2. Earn commission for purchases made by you on products you are sharing and for the purchases of clients that you register. Commission applies to all Personality Assessment and Personal Brand building products.
3. Use resources available to share your affiliate link.

## IV. The Affiliate Portal Structure

Welcome: Edmund Normand Tuesday, May 17, 2016 12:55 PM

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 Referral Partner Home

<ul style="list-style-type: none"> <li> Home</li> <li><b>Welcome</b></li> <li><a href="#">My Profile</a></li> <li> Resources           <ul style="list-style-type: none"> <li><a href="#">Link Generator</a></li> <li><a href="#">E-mail Templates</a></li> <li><a href="#">Banners</a></li> <li><a href="#">Resource Pages</a></li> </ul> </li> <li> Reports           <ul style="list-style-type: none"> <li><a href="#">My Ledger</a></li> <li><a href="#">Commissions Generated</a></li> <li><a href="#">Link Tracking Stats</a></li> <li><a href="#">Products Sold</a></li> <li><a href="#">Subscription Signups</a></li> </ul> </li> </ul>	<div>  <b>Welcome, Friends!</b>        You are now inside the Referral Partner Center. View tools, stats, and commission information using the left sidebar.     </div> <div>  <b>AFFILIATES:</b> Start sharing your tracking links! These links work by placing a cookie in the browser of anyone who clicks. Once they make a qualifying purchase, your account is credited with a 20% commission on the sale.     </div> <div>  <ul style="list-style-type: none"> <li>■ Click "Link Generator" to view your custom tracking links.</li> </ul> </div> <div>  <b>FASCINATE CERTIFIED ADVISORS:</b> View your exclusive resources or purchase products at wholesale! Resources are continually being added to your account, so make sure to check back often. And remember: you earn a 40% commission on qualifying sales.     </div> <div>  <ul style="list-style-type: none"> <li>■ Click "Resource Pages" to view your exclusive Advisor resources.</li> </ul> </div>
---	--

Remember to choose your username carefully, it will go in your affiliate URL.

After you have logged in to the portal, be sure to fill in your profile information. Then grab your affiliate link under “link generator” to share with others. When someone clicks on your link, a cookie will be placed in their browser and you will receive credit for their purchases.

## Create Tracking Links

Home

Welcome

My Profile

Resources

Link Generator

E-mail Templates

Banners

Resource Pages

Reports

My Ledger

Commissions Generated

Link Tracking Stats

Products Sold

Subscription Signups

The link generator allows you to generate tracking links you can use in your marketing efforts so that you receive credit for leads that are generated and orders that are placed. You can quickly access any of your own tracking links by copying them from the "My Sales Websites" section. If you want to create a tracking link for one of your sub-referral partners, or if you want to create an Ad for tracking purposes and insert the code into a tracking link, you will need to use the link generator tool at the bottom of the screen.

### My Sales Websites

Name	Code	Website	My Tracking Link
Access Page for Custom Codes	APCC	<a href="https://portal.howtofascinate.com/">https://portal.howtofascinate.com/</a>	<a href="https://ea106.isrefer.com/go/APCC/ednormand001/">https://ea106.isrefer.com/go/APCC/ednormand001/</a>
All Products	ALL-PROD	<a href="http://www.howtofascinate.com/">http://www.howtofascinate.com/</a>	<a href="https://ea106.isrefer.com/go/ALL-PROD/ednormand001/">https://ea106.isrefer.com/go/ALL-PROD/ednormand001/</a>
Brand Fascination	brandprofile	<a href="http://brandfascination.com/">http://brandfascination.com/</a>	<a href="https://ea106.isrefer.com/go/brandprofile/ednormand001/">https://ea106.isrefer.com/go/brandprofile/ednormand001/</a>
Fascination Advantage Upgrade	FAU	<a href="https://ea106.infusionsoft.com">https://ea106.infusionsoft.com</a>	<a href="https://ea106.isrefer.com/go/FAU/ednormand001/">https://ea106.isrefer.com/go/FAU/ednormand001/</a>
Fascination Advantage® Assessment & Report	FAA	<a href="http://www.howtofascinate.com/">http://www.howtofascinate.com/</a>	<a href="https://ea106.isrefer.com/go/FAA/ednormand001/">https://ea106.isrefer.com/go/FAA/ednormand001/</a>
Fascination FI CPP	FI CPP	<a href="http://www.howtofascinate.com/">http://www.howtofascinate.com/</a>	<a href="https://ea106.isrefer.com/go/FI CPP/ednormand001/">https://ea106.isrefer.com/go/FI CPP/ednormand001/</a>

Here are your affiliate links.

This is how purchases are tracked. The best links to share are: ALL-PROD and FAA.

Ways to use the Fascination Advantage Personality Test:

- Team Training
- Personal Branding
- Improving EQ
- Effective Communication

## V. Resources and Products Coaches can use to Train Clients and Sell to Clients using the *Fascination Advantage*.

### Team and Individual Products

**ONE-HOUR PERSONAL BRAND KIT:** Fast. Easy. Surprisingly simple. This kit cuts right to the chase. No fluff, no abstract theory. Think of it as a crash course in YOU: your personality, your assets, your key differences. You'll uncover your most distinctive qualities, and package them into a memorable sound bite that gets attention. We also have a version for Students!

**ULTIMATE PERSONAL BRAND PLAYBOOK:** When you complete the playbook, customers will see how you add value. Co-workers will "get" you. Your manager will know how to quickly tap into your natural mode of communication. You will be able to orient your whole career around your core specialty.

**BEST TEAM EVER™ KIT:** Using the Best Team Ever kit in tandem with your Fascination Advantage reports, every one of your team members will understand how he or she contributes to the team.

**YOUR HIGH-PERFORMING TEAM:** Once you understand how the 7 Advantages drive communication, you'll understand how your team members see you, and how they use the Advantages themselves. When you have identified an employee's personality Advantages, you're more likely to motivate them, attract them, retain them, and connect with them.

**LEADERSHIP BUNDLE:** The leadership bundle includes all of the coaching tools from Your High-Performing Team, so that you can provide feedback and guidance that is personalized to the specific Advantages of each team member. As well as Best Team Ever Kit, to lead you through group activities.

**YOUR TEAM ADVANTAGE:** This analytics package gives you a visual road map to predict future successes. It is an exciting and effective way to see your team from a new perspective.

## VI. After the Fascination Assessment is taken, we next product we recommend is One Hour Personal Brand.

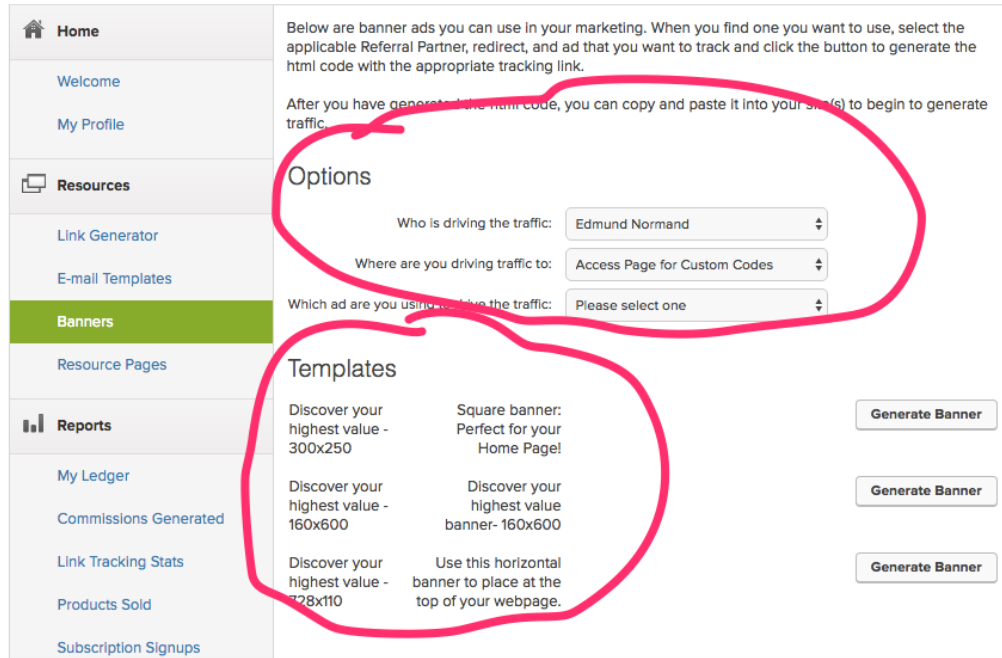
### Fascination Advantage System Tools

<p><b>Home</b></p> <p>Welcome</p> <p>My Profile</p>	<p>Below are emails you can use in your marketing. When you find one you want to use, select the applicable Referral Partner, redirect, and ad that you want to track and click the button to generate the email with the appropriate tracking link.</p> <p>After you have generated the email, you can copy and paste it into your email client to send to your prospects.</p>						
<p><b>Resources</b></p> <p>Link Generator</p> <p><b>E-mail Templates</b></p> <p>Banners</p> <p>Resource Pages</p>	<p><b>Options</b></p> <p>Who is driving the traffic: Edmund Normand</p> <p>Where are you driving traffic to: Access Page for Custom Codes</p> <p>Which ad are you using to drive the traffic: Please select one</p>						
<p><b>Reports</b></p> <p>My Ledger</p> <p>Commissions Generated</p> <p>Link Tracking Stats</p> <p>Products Sold</p> <p>Subscription Signups</p>	<p><b>Templates</b></p> <table border="1"> <tr> <td data-bbox="537 1333 771 1417">Share the Fascination Advantage® Assessment</td> <td data-bbox="771 1333 1291 1417">Use this email template with your list.</td> <td data-bbox="1291 1333 1442 1417"><b>Generate Email</b></td> </tr> <tr> <td data-bbox="537 1417 771 1501">Share the Fascination Advantage® Assessment (Casual)</td> <td data-bbox="771 1417 1291 1501">Use this email template with friends.</td> <td data-bbox="1291 1417 1442 1501"><b>Generate Email</b></td> </tr> </table>	Share the Fascination Advantage® Assessment	Use this email template with your list.	<b>Generate Email</b>	Share the Fascination Advantage® Assessment (Casual)	Use this email template with friends.	<b>Generate Email</b>
Share the Fascination Advantage® Assessment	Use this email template with your list.	<b>Generate Email</b>					
Share the Fascination Advantage® Assessment (Casual)	Use this email template with friends.	<b>Generate Email</b>					

Use our email templates to invite clients to view products.



## Marketing Banners



Below are banner ads you can use in your marketing. When you find one you want to use, select the applicable Referral Partner, redirect, and ad that you want to track and click the button to generate the html code with the appropriate tracking link.

After you have generated the html code, you can copy and paste it into your site(s) to begin to generate traffic.

### Options

Who is driving the traffic: Edmund Normand

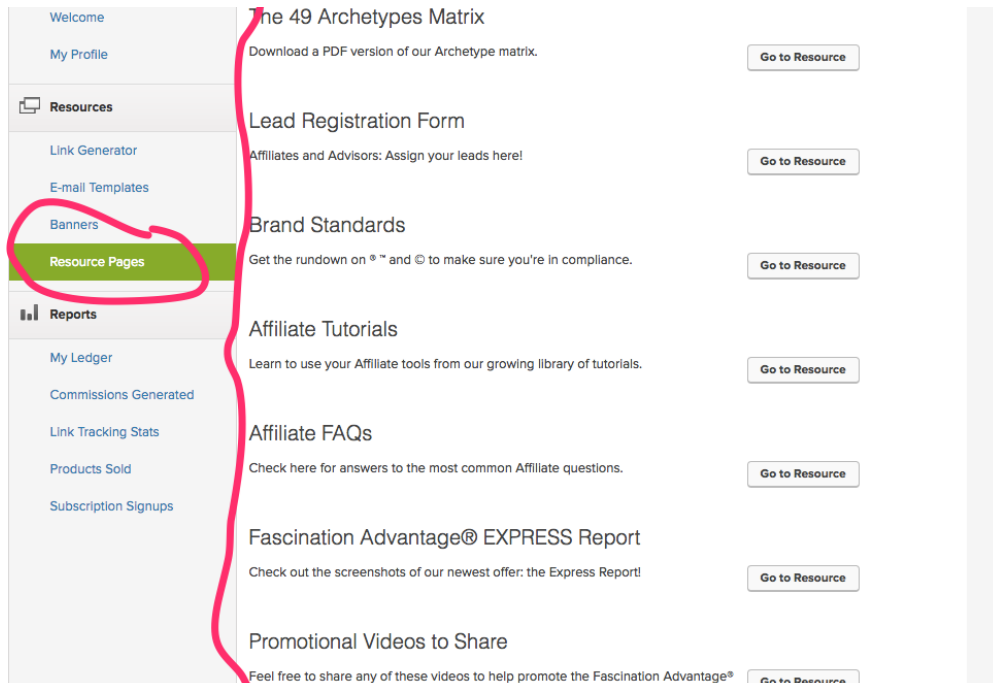
Where are you driving traffic to: Access Page for Custom Codes

Which ad are you using to drive the traffic: Please select one

### Templates

Discover your highest value - 300x250	Square banner: Perfect for your Home Page!	<a href="#">Generate Banner</a>
Discover your highest value - 160x600	Discover your highest value banner- 160x600	<a href="#">Generate Banner</a>
Discover your highest value - 728x110	Use this horizontal banner to place at the top of your webpage.	<a href="#">Generate Banner</a>

Add banners to your website that link to your affiliate account.



[Go to Resource](#)

### The 49 Archetypes Matrix

Download a PDF version of our Archetype matrix.

[Go to Resource](#)

### Lead Registration Form

Affiliates and Advisors: Assign your leads here!

[Go to Resource](#)

### Brand Standards

Get the rundown on ® ™ and © to make sure you're in compliance.

[Go to Resource](#)

### Affiliate Tutorials

Learn to use your Affiliate tools from our growing library of tutorials.

[Go to Resource](#)

### Affiliate FAQs

Check here for answers to the most common Affiliate questions.

[Go to Resource](#)

### Fascination Advantage® EXPRESS Report

Check out the screenshots of our newest offer: the Express Report!

[Go to Resource](#)

### Promotional Videos to Share

Feel free to share any of these videos to help promote the Fascination Advantage®

[Go to Resource](#)

Our resources page contains additional resource for you to use and share.

**Infusionsoft** | Referral Partner Center Log Out

Welcome: Edmund Normand Tuesday, May 17, 2016 1:20 PM

### Lead Registration Form

**Home**

Welcome

My Profile

**Resources**

Link Generator

E-mail Templates

Banners

**Resource Pages**

**Reports**

My Ledger

Commissions Generated

Link Tracking Stats

Products Sold

Subscription Signups

#### Lead Registration

Please fill out the form below to register your lead:

Your Referral Advisor Portal Username \*

If you do not remember your username, please contact us at [hello@howtofascinate.com](mailto:hello@howtofascinate.com).

#### Your Lead's Contact Information

First Name \*

Last Name \*

Email Address \*

Company Name

Phone Number

Website

When you register a lead here you are giving us your permission to offer our products and services to this lead. If the lead is not ready to be contacted but you still want to register them, please contact us at [hello@howtofascinate.com](mailto:hello@howtofascinate.com).

\* Required field

Use this form to register clients. Once registered, they are linked to your account and you still get credit for the sale, even without using a link.

### Affiliate Tutorials

**Home**

Welcome

My Profile

**Resources**

Link Generator

E-mail Templates

Banners

**Resource Pages**

**Reports**

My Ledger

#### Finding and Sharing Your Affiliate Links

What is an Affiliate Link and why do I need one?


[View all Affiliate FAQs here.](#)


You will also find here a tutorial that goes over affiliate links.

We have three report options: Free, Express and Full. Any user can always upgrade to the next tier.

Welcome: Edmund Normand Tuesday, May 17, 2016 1:32 PM


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 Fascination Advantage® EXPRESS Report

 Home

Welcome

My Profile


 Resources

Link Generator

E-mail Templates

Banners

**Resource Pages**

 Reports

My Ledger

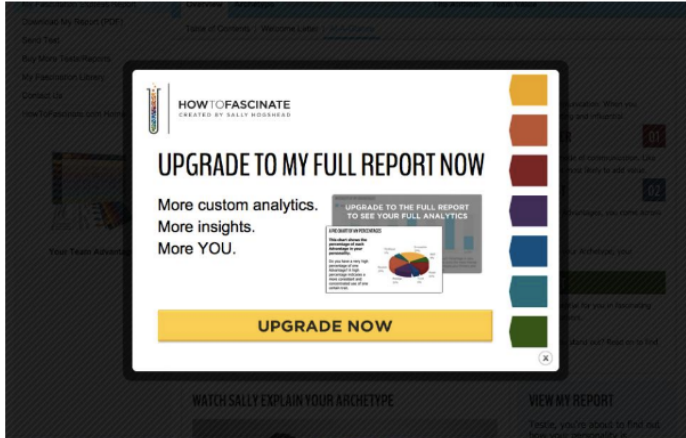
Commissions Generated

Link Tracking Stats

Products Sold

Subscription Signups

**Immediate option to upgrade to the full report!**



**Note that some pages are unavailable in the Express Report.**

Users can always upgrade to the next tier of report.

## Full Report Advantage

- Your Fascination Archetype Explained
- Complete Advantage Breakdown
- One-Minute Coaching Tips
- 5 Key Phrases for Your Online Profiles
- How You Compare to 700,000 Others

## Express

- Your Fascination Archetype Explained
- Complete Advantage Breakdown
- One-Minute Coaching Tips

## VII. Reports you can generate to track customer sales, and links shared.

05-01-2016  - 05-17-2016  [Refresh Ledger](#)

### Commissions Earned For Date Range (05-01-2016 - 05-17-2016)

Inv#	Date	Contact	SoldBy	Item	Amount
No results to display.					

**TOTAL** **\$0.00**

### Clawbacks For Date Range (05-01-2016 - 05-17-2016)

Inv#	Date	Contact	SoldBy	Item	Amount
No results to display.					

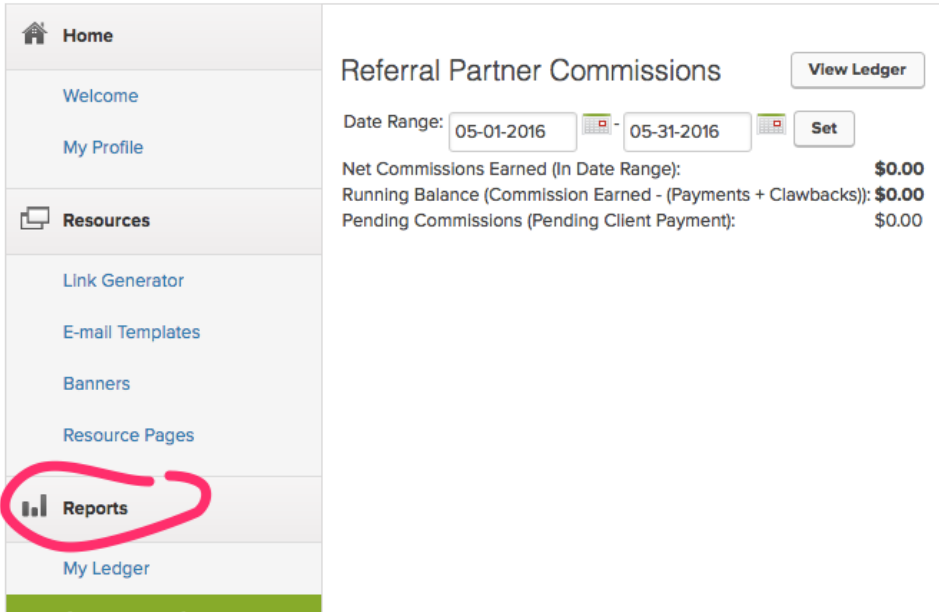
**TOTAL** **\$0.00**

### Payments Made For Date Range (05-01-2016 - 05-17-2016)

Edit	Date	Type	Note	Amount
------	------	------	------	--------

View earned commissions, and payments.

## Commissions Generated

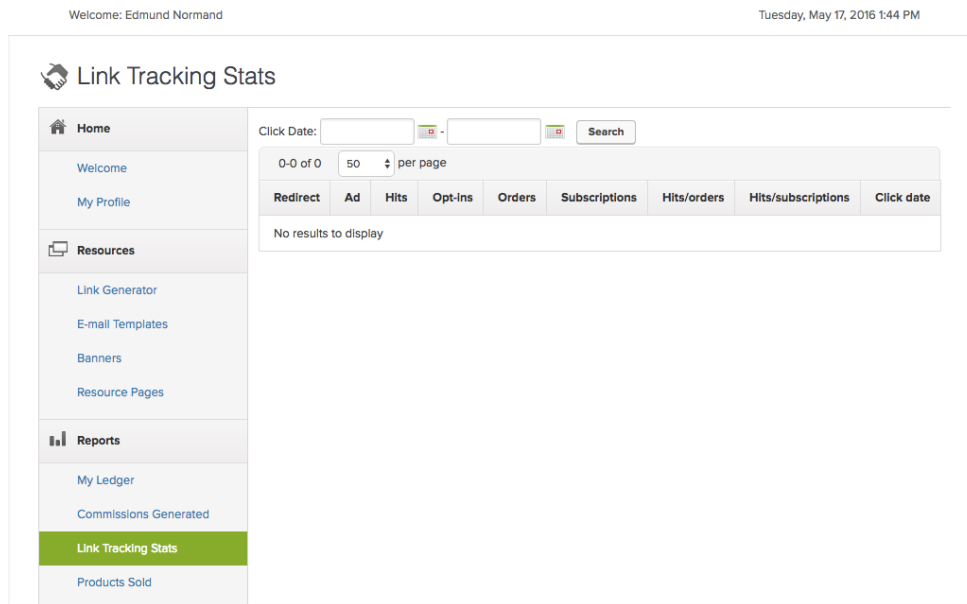


**Referral Partner Commissions** [View Ledger](#)

Date Range:  -  [Set](#)

Net Commissions Earned (In Date Range): **\$0.00**  
Running Balance (Commission Earned - (Payments + Clawbacks)): **\$0.00**  
Pending Commissions (Pending Client Payment): **\$0.00**

Generate reports for specific timeframes.



Welcome: Edmund Normand Tuesday, May 17, 2016 1:44 PM

### Link Tracking Stats

Click Date:  -  [Search](#)

0-0 of 0  per page

Redirect	Ad	Hits	Opt-ins	Orders	Subscriptions	Hits/orders	Hits/subscriptions	Click date
No results to display								

Track how successfully your links are being used.

Infusionsoft | Referral Partner Center

Welcome: Edmund Normand

Tuesday, May 17, 2016 1:45 PM

### Products Sold

Date Range: 05-01-2016 - 05-31-2016 Set

Products	Referral Partner	Total Sold
No results to display.		

Home

- Welcome
- My Profile

Resources

- Link Generator
- E-mail Templates
- Banners
- Resource Pages

Reports

- My Ledger
- Commissions Generated
- Link Tracking Stats
- Products Sold**
- Subscription Signups

Trash

View products sold.

Infusionsoft | Referral Partner Center

Welcome: Edmund Normand

Tuesday, May 17, 2016 1:46 PM

### Subscription Signups

Date Range: 05-01-2016 - 05-31-2016 Set

Cont Program	Referral Partner	Total Signups	Cancellations	Net Signups	Retention %
No results to display.					

Home

- Welcome
- My Profile

Resources

- Link Generator
- E-mail Templates
- Banners
- Resource Pages

Reports

- My Ledger
- Commissions Generated
- Link Tracking Stats
- Products Sold
- Subscription Signups**

Inbox — Law Firm (18)

If you are selling and using a lot of Assessments, we have subscriptions with substantial saving over individual or even bulk purchases. This option automatically provides new assessments every month.

## VIII. Advantages of Becoming a Fascination Advantage System Affiliate

The Affiliate Portal is here with all tools to offer products for coaching one-on-one and team training with your clients. It helps you teach clients to invest in themselves and each other.

Have you used DiSC, Myers-Briggs or Strengths Finder? These are good tools and the Fascination Advantage products are the perfect compliment.

### Here is why you should use Fascinate.

Fascinate is based on marketing science, not psychology.

Fascinate does not show you your worldview, rather it shows how the world sees YOU – at your best.

The assessment takes only 5 minutes, it's easy to understand, and we will not describe you as a “Red” or a combination of letters. Instead you will say you are:

“The Artisan”

Or “The Catalyst”

Or “The Secret Weapon”

Archetypes are ALL ASPIRATIONAL, and show what is the best about each person's communication style.

They were carefully selected by Sally Hogshead to show people how to communicate at their highest value.

Our materials are easy to digest and contain immediate steps you can take to become the best version of yourself.

## Things to come.

**Fascination Academy** – A virtual course where Sally guides you through your Archetype and creating your Anthem.

**Fascinate Certification Advisor** – In this intensive course, you will become a master at teaching the science of fascination. Include benefits of Affiliate program, and more.

**Brand Assessment** – Learn your brands fascination advantages and use them to grow your business.

**International** – Inquire about our Spanish offerings and about our German team.

If you have any questions send a message to [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com)