Break-Out Activity

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.

* Share your business development plan
* Offer feedback, tips, ideas, advice
* Establish support partnerships
* Post in Google doc: What activities will you focus on immediately after the training? In your breakout rooms, discuss and post your top 1-3 action items.

**Post your Top 1-3 Action Items + Preferred Communication Channel**

**Gagan:** Preferred communication method: Email. Gagan@GaganSarkaria.com and GSarkaria@Gmail.com Cell: 214-934-8381

**Faster response** via text or Facebook Messenger.

**Social Media Platforms** that I am active on: Facebook, LinkedIn, Instagram and Twitter

**What activities will you focus on immediately after the training?** Top 3 Action Items to use to incorporate Fascinate into my business:

1. Offer a group virtual session to previous clients. (Those interested in developing their Personal Brand/ Anthem)
2. Offer a group virtual session to new clients. Those I want to pitch and sell my Business Coaching or Branding service.
3. Share my FAA link to 10 new people/clients and offer a one-on-one coaching session to them. Learn while I teach.

Business Plan action items:

1. Update LinkedIn Profile
2. Update current website: [www.UnfodYourSuccess.com](http://www.unfodyoursuccess.com) Info about Fascinate will be hosted under the Consulting Service.
3. Add Fascinate Service in my Proposals.

**Tony:**

1. **Update Linkedin Profile**
2. **Target existing clients and invite key contact to take the test. Offer free 30 mins coaching on how to interpret results. Use as a strategy to build interest and business opportunity**
3. **Consider speaker engagements relating to leader development or millennials to help them understand their brand and how to leverage it**
4. **Integrate HTF into my coaching practice and for its use with intact teams**

**Robyn:**

**Linkedin:** [**https://www.linkedin.com/in/robynmather/**](https://www.linkedin.com/in/robynmather/)

**Active on Facebook, twitter. Text and FB messenger easiest way to contact me.**

**Email:** **buzz@robynmather.com** **Cell: 617-794-4336**

Top Action Items:

1. Gift 10 1 hour Assessment overviews to gain knowledge - MOnth of October
2. Gift trial ½ training to 6 top level executives of a new start-up. Training in October
	1. Practice and build expertise for possible larger client in Nov.
	2. Excellent biz dev. lead to other companies and using Fascinate on CEO’s 1500 member base.

3. Create speaker/keynote copy - add to my speaker bureau membership. Create list of potential speaking gigs for exposure and paid.

4. Update social profiles with new messaging for broader audience. Include Anthem Insightful Momentum.

5. Add Fascinate services to website which still says coming soon!!!

Michael: LinkedIn [www.linkedin.com/in/michael-wessels-a1126921/](http://www.linkedin.com/in/michael-wessels-a1126921/) , email michael@how2resonate.com, phone 228-456-3780

Guido

1. Prospect the way I am doing it now and get the maximum exposure and experience with what I can do now with Fascinate. 90 minutes consults
2. Try out and study all the different products.
3. In parallel. Complete anthem until I own it 100%. In the process I ask for feedback from family, friends and existing clients.
4. Define messages and communication style.
5. Publish to website and marketing material, biz cards etc.
6. Start prospecting: Locally in San Francisco (networking events), Schedule talks in Lima Peru (chamber of commerce etc), maybe hire biz development person for Peru and Chile. I will use LinkedIn to contact prospects, seek speaking opportunities,

LinkedIn, Facebook, WhatsApp (is preferred +1 415-812-3682), email guidowalter@yahoo.com

I will email everybody with the contact information once I am back in the office.

Janelle
Identify 10 people to do a free assessment with so I can test and experiment with. Get feedback which will help me to create something that fits my brand. Do 2 or 3 per week and have done by the end of October.
Do an anthem builder in November with a small group.

Reach out to bigger companies.

Prepare some marketing material. An email campaign and follow up calls. Create some social media ads and posts and imagery.

New Website will incorporate my new offering.

Working with my PR guy to get some media around this probably in the new year when I am more up to speed.

Will look into keynote speaking with a company in Sydney I know after I have spoken at some business functions.

Update Linked In

I will create an event for February.

I am keen to have catch up with others to see how they are going.

Linked In <https://www.linkedin.com/in/janelle-gerrard>

My Business facbook <https://www.facebook.com/designchangeNewcastle/>

My personal facebook <https://www.facebook.com/janelle.gerrard.1>

Email janelle@designchange.com.au

Ellen

Tine

1. One on one coaching. Build the anthem for my coche at the end of october.
2. 40 people workshop. 4 hours. Use a code. Presentation. They take the test before the presentation. Workshop is in the end of october.
3. Team workshop for 8 people in a design agency. November ?

My test is Trendsetter, but Passion and Prestige is almost just the same number. So I think I might be the Connoissure or the Talent????

JOIN Facebook Group

[**https://www.facebook.com/groups/187111041686452/**](https://www.facebook.com/groups/187111041686452/)

Pocket Guide

<https://www.ideasandattitudes.com/>

**HOMEWORK - BUSINESS DEVELOPMENT PLAN**

What do you and your company stand for?

What are you most excited and passionate about creating?

Who’s your target market/ideal client for your Fascinate solution(s)?

What are the top 3-5 challenges, frustrations, pain points happening that are keeping them up at night?

What are the top 3-5 dreams, wants and goals that gets your ideal client excited to get up in the morning?

What is their worst nightmare? (include stats, data, research if applicable)

What’s the cost if nothing changes? (include stats, data, research if applicable)

What’s the reward if it does? (include stats, data, research if applicable)

What have you dreamed up as the perfect solution to solve your ideal client’s problem or help them achieve their goals?

What makes you the perfect person hire for this? (Use your Anthem)

What is your objective? What do you want to achieve? How will you know you were successful?

What are the products or services you will offer that will include How to Fascinate® as part of the offer? Outline details for each offer (pricing, structure)

What is your marketing plan?

What are the next steps you need to take?

What needs to happen first?

What support do you need from your FCA partner?

What feedback are you looking for from your FCA partner?