



FASCINATE

CERTIFIED ADVISOR





Welcome to the
FASCINATE[®] CERTIFIED ADVISOR
INFO SESSION!

Here's what you're going to learn today:

- What you can expect to learn in the Fascinate Certified Advisor Training Program.
- Details on the perks and benefits to being a Fascinate Certified Advisor.
- What makes How to Fascinate® different and why it matters.
- What current Fascinate Certified Advisors are doing with the Fascinate tools in their business.
- How being a Fascinate Certified Advisor will help you grow your business.



FINKA JERKOVIC

FCA PROGRAM DIRECTOR

THE TRENDSETTER

INNOVATION + PRESTIGE

WHO ARE YOU

- Entrepreneur or Intrapreneur
- Business and Executive Coach
- Manager, Mentor, Consultant
- Leadership Trainer or Facilitator
- Marketing Professional
- Organization, Team and Individual Change Manager
- Human Resources, Corporate Learning and Development



**UNLEARN
BORING**

@SALLYHOGSHEAD

YOU WANT TO:

- Be more confident and clear in your brand and value
- Use How to Fascinate to grow your business
- Create "aha" moments
- Help clients build their brand and market presence
- Use the Fascinate tools to improve communication
- Integrate the How to Fascinate system into your coaching
- Connect with other like minded professionals



YOU + YOUR BUSINESS

- Identify the value of your brand
- Make stronger first impressions
- Build more powerful relationships
- Increase influence and impact
- Improve communication
- Increase team effectiveness

A WORD FROM ONE OF OUR FCA'S:



 Quiggle

“I have done quite a bit of keynote speaking, corporate consulting and leadership training in the past. Once I became a Certified Advisor for the Fascinate system, it not only **expanded** the amount of material I could speak on, but more importantly, gave my audience or attendees **something very personal and tangible** that they could take home and apply to their life and business immediately.”

Peggy Grande,
Leadership Consultant, Speaker and Coach

WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?

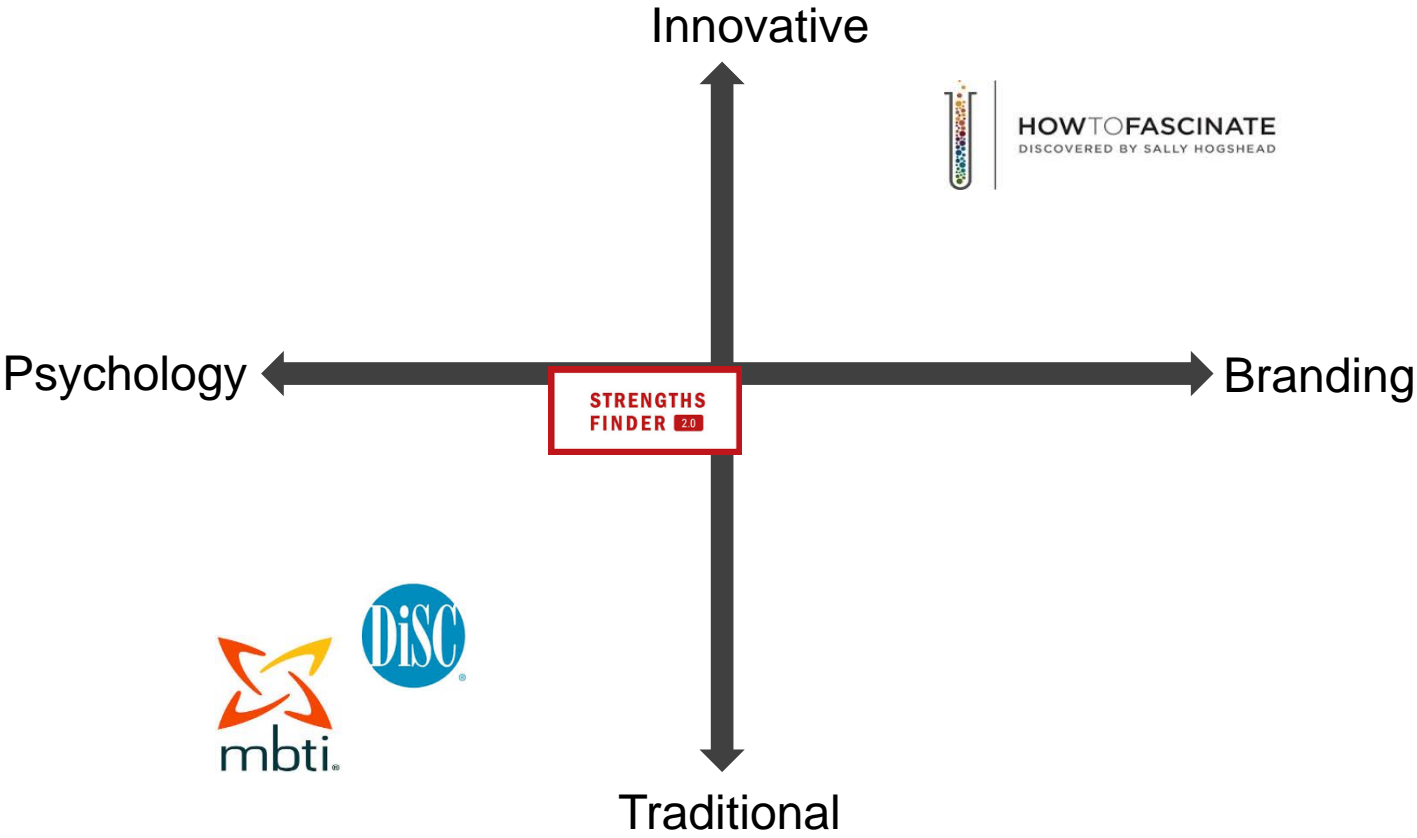
- Our system is based on **branding**, rather than **psychology**.
- We identify **communication** patterns, rather than **personality** traits.
- We tell you how the world sees you, rather than how you see the world.
- Instead of focusing on **strengths**, we uncover how each person is **different** and uniquely suited to excel in a “specialty.”
- Instead of fixing people, we highlight what people are already doing right.



DIFFERENT
IS BETTER THAN
BETTER

@SallyHogshead,
How to Fascinate

DISTINCTION MAP



TRAINING BREAKDOWN

Pre-Work

4 Virtual Live Training Sessions

After – Hours Call In

Homework

Post Training Call

PRE-WORK OVERVIEW

Fascination Academy

Complete by June 20th

- Know your personality's unique advantages and how to leverage them to win.
- Learn how to immediately communicate your value to customers, clients and coworkers by creating your own personal anthem

Tech Training

June 13th: 9:00-10:00 EDT

- Let's make sure we will have a great webinar.

A WORD FROM ONE OF OUR FCA'S:

'Anthems really, really work. Yesterday, I launched my business coaching program with a webinar on finding your "Chief Initiative" -- a goal you can use to organize all of your other to-do's and to-accomplishes in your business and find relief from the day-to-day craziness.

A viewer just said, "I have to admit, that was intense. Best to watch it with your full attention." Yep, that's how a Maestro with an Anthem of "Intense Goal-Oriented Leadership" rolls.

Also, I had the **best single sales day ever** in my business. Coincidence? Not hardly. Today I'm helping my business coach trainees craft their very first Anthems and I couldn't be more excited to start off the call with that story!

Tara Gentile

Entrepreneur

www.taragentile.com



LIVE TRAINING – WEEK 1

Session 1

**Monday June 20th
9:00-11:30 EDT**

Session 2

**Monday June 22nd
9:00-11:30 EDT**

LIVE TRAINING – WEEK 1

Session 1

Monday June 20th : 9:00-11:30 EST

- Describe the characteristics of each Fascination Advantage.
- Apply the Fascination Advantages to real client/work situations.
- Recognize communication “red flags” and how to avoid them.
- Get hands on, practical experience using Fascinate Anthem Brand Builder.

Fascinate Business Profiles

Paul Lee, CPA

Professional Resource Level 2

"I bring Analytical Efficiency by thinking through all possible solutions to find the best one."



Areas of Specialization:

Business Valuations
External Audit
Financial Consolidations
Financial Planning & Analysis
General Ledger/Monthly Close
Project Budgeting

Paul is a Certified Public Accountant who creates success by utilizing his strong analytical skills and efficient project management strategy. He remains committed to delivering a high quality, exemplary work product and consistently earns loyalty from both his clients and his teams through his dependability.

"My Analytical Efficiency is the foundation that helps clients realize exceptional resolutions."



Mandy O'Leary
Director of Client Development

Mandy O'Leary

The Talent

Mandy leads with a passion that connects emotionally while earning respect by consistently reaching high standards. She has that rare ability of understanding what's needed and matching that to the possible. Mandy oversees our client development team, ensuring that all client KPIs are met strategically and operationally.

LIVE TRAINING – WEEK 1

Session 2

Wednesday June 22nd: 9:00-11:30 EDT

- Apply the Fascinate® system to teams to identify a Team Fascinate Advantage.
- Build a “Heat Map” to visually describe the Advantages of a team.
- Analyze a team’s strengths, weakness, blind spots and opportunities.
- Identify how a team is most and least likely to solve problems, deal with conflict and achieve results.

SECONDARY ADVANTAGES

INNOVATION

You change the game with creativity

PASSION

You connect with emotion

POWER

You lead with command

PRESTIGE

You earn respect with higher standards

TRUST

You build loyalty with consistency

MYSTIQUE

You communicate with substance

ALERT

You prevent problems with care

PRIMARY ADVANTAGES

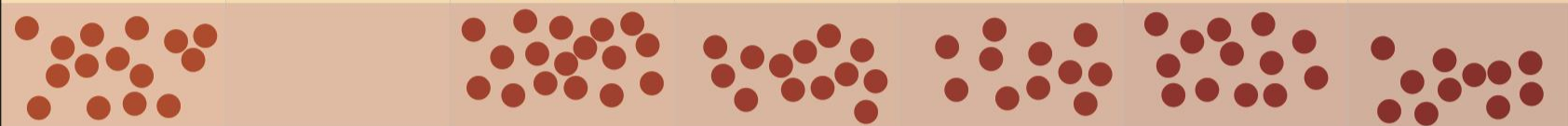
INNOVATION

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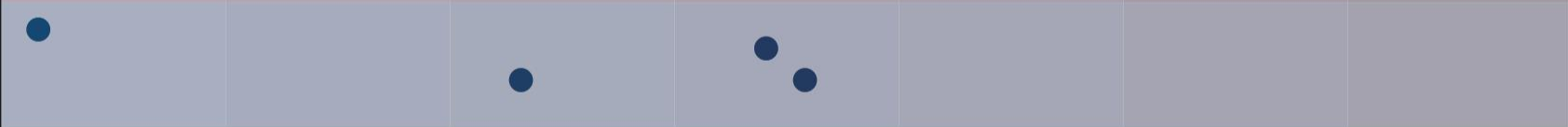
PRESTIGE

You earn respect with higher standards



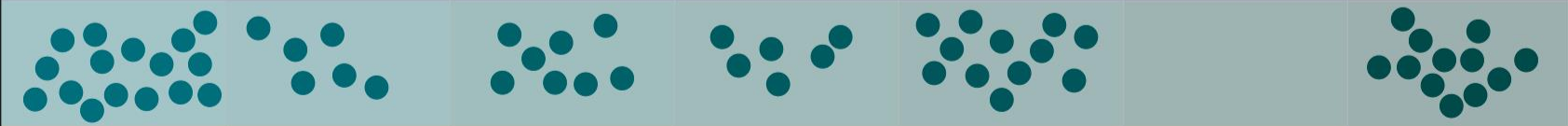
TRUST

You build loyalty with consistency



MYSTIQUE

You communicate with substance



ALERT

You prevent problems with care



A WORD FROM ONE OF OUR FCA'S:

“The Fascination System works great also in **international markets**. I was certified to offer the Fascination Advantage Assessment in the German-speaking countries and have used it for a variety of individual and team coaching situations.

We have been **overwhelmed by the positive reception** of the system and the **multiple benefits** it brings around **increased communication effectiveness**.

I highly recommend the certification program and all the know how one can pick up from Finka! “

Alexandra Altmann
Entrepreneur + HTF Licensee for Germany
www.mynds.de



LIVE TRAINING – WEEK 2

Session 3

**Monday June 27th
9:00-11:30 EDT**

Session 4

**Wednesday June 29th
9:00-11:30 EDT**

LIVE TRAINING – WEEK 2

Session 3

Monday June 27th : 9:00-11:30 EDT

- Describe How to Fascinate's competitive advantage.
- Explain the various How to Fascinate[®] product offerings.
- Create the perfect How to Fascinate[®] sales pitch using each of the Fascination Advantage.

SAMPLE PITCH USING PRESTIGE

“I can show you how the Fascinate system will **improve** employee engagement, build team collaboration and help you **exceed** your company goals. Your employees will be **recognized** for their unique Advantage and give you **more** of their **best**. Once you learn your Team Advantage you’ll **recognize** your teams strengths, identify hidden patterns and tap into your teams Advantages to become **more** **productive and efficient.**”

LIVE TRAINING – WEEK 2

Session 4

Wednesday June 29th : 9:00-11:30 EDT

- Construct a Fascinate program/coaching client outline.
- Learn how to integrate the How to Fascinate® system into your current coaching and/or training programs.
- Create a personalized Fascinate business development plan.

SAMPLE FCA OUTLINE FOR 1:1's

1 SESSION

HOW TO FASCINATE® DEBRIEF

Fascinate Advantage
Assessment® (FAA)

2 SESSIONS

HOW TO FASCINATE® DEBRIEF
ANTHEM BUILDER

One-Hour Personal Brand™
Strategy Kit

5 SESSIONS

HOW TO FASCINATE® DEBRIEF
ANTHEM BUILDER
MARKETING MESSAGE
VISIBILITY STRATEGY

Ultimate Personal Brand™
Playbook

WHAT CURRENT FCA'S HAVE TO SAY:



“The How to Fascinate assessment has **proven** to be a real help to my clients for their **brand**, their **self awareness**, and **deepening conversations internally on their teams**, more broadly with their **organizations**, and perhaps most significantly, with their clients. I am better able to use the assessment with my clients since attending the training.

Finka Jerkovic's delivery style, mastery of the tool, and experience with the program makes the investment of time and money in the training very worthwhile.”

Stephen Garber
Leadership and Team Trainer + Speaker
www.thirdlevel.com

FASCINATE CERTIFIED ADVISOR PERKS

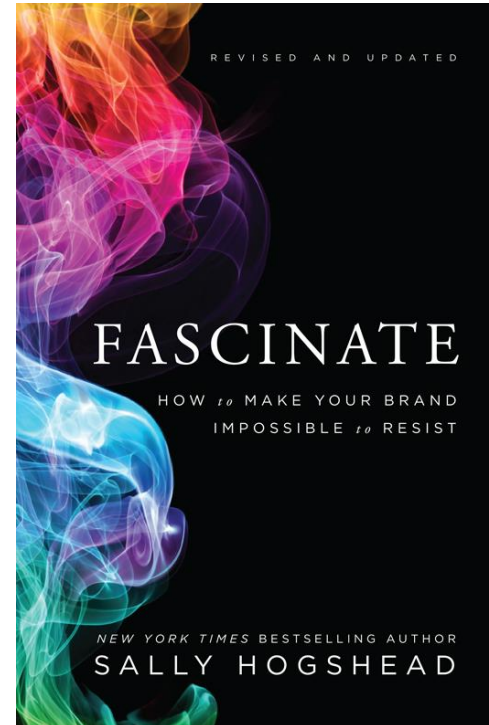
- An intensive, 12-hour virtual training
- 'Getting Started' FCA Training Toolbox
- Access to our Mastermind Community (*\$1164 value!*)
- **40% OFF** Fascination Advantage products
- Exclusive Materials
- Listing on Our Website
- Affiliate Tools – Email Templates, Banners, Resources, Reports

FCA TRAINING TOOLBOX

- 12 full Fascinate Advantage Assessment reports.
- Marketing/branding material (Affiliate site).
- Program sample outlines for 1:1s and workshops.
- How to Fascinate® ‘the basics’ presentation.
- Facilitator Guide for group/team training.
- How to Fascinate® training icebreakers, games and activities.
- Immediate access to Fascination Laboratory Connection:
 - Premium content
 - Private Facebook group (not exclusive to FCAs)

REGISTRATION DETAILS

- Sign up here: howtheworldseesyou.com/fca-yes
- Deposit of \$295 to reserve your spot for June 2016 training.
- Full investment (\$2995 less deposit) due by June 10, 2016.
- **BONUS – Sign up before Friday May 27th and receive:**
 - Signed copy of Sally's recent NY Times Best Seller 'Fascinate'
 - Plus 10 Fascinate Advantage Assessments (\$470 value)



Need help or have questions?

Email Finka and the Fascinate Team

fca@howtofascinate.com

If you're looking to:

- Put yourself ahead, set yourself apart and grow your business.
- Have a signature tool in your toolbox to support individuals and teams in their branding, communication, and team effectiveness.
- Inspire and empower others to position themselves in the marketplace.
- Connect with your clients in a way that helps them reach their maximum potential.





TO BECOME MORE
SUCCESSFUL, DON'T
CHANGE WHO YOU ARE.

BECOME MORE
OF WHO YOU ARE.