



FASCINATE

CERTIFIED ADVISOR





Welcome to the

FASCINATE CERTIFIED ADVISOR INTRODUCTION

Monday September 11th

WHO'S HERE

FCA Training Team

Finka Jerkovic,

The Trendsetter

FCA Certification Program Director

Katrina Scarlett,

The Quick Start

Zoom Tech Facilitator

FCAs in Training

Tony Awcock, The Wise Owl

Tina Bonnevie, The Trendsetter

Panida Chookul, The Maverick Leader

Ellen Ericson, The Maestro

Janelle Gerrard, The Rockstar

Cady Macon, The Catalyst

Robyn Mather, The Talent

Guido Walter, The Provocateur

Michael Wessels, The Secret Weapon



INTRO + TECH CHECK

- Your Name + Archetype
- Tell us about your business/work you do
- What is it about *How to Fascinate*® that fascinates you?



OVERALL PROGRAM OBJECTIVES

- Expertly use, promote, and sell How To Fascinate[®] products.
- Grow your business with the Fascination Advantage system.
- Access and use the How To Fascinate[®] Affiliate tools.



YOU + YOUR BUSINESS

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



SESSION OBJECTIVES

- Introductions
- Tech dry run
- Breakout Group “get to know”
- Program overview + expectations
- Establish group shared agreements
- FCA Hub – review training materials



TECH DETAILS

- ZOOM demo
- Google Docs demo

BREAKOUT GROUP

- Talk about...
 - What you`re most excited about for the training?
 - Share more details about how you`re looking to use Fascinate.
 - Learn one Fascinating Fact about your teammate.
- Post Name+ Fascinating Fact in Google Doc.



GROUP AGREEMENTS – STARTER LIST

- Confidentiality
- Time sensitive
- Participate and increase engagement
- Use your experience and expertise
- Bring your Fascinate Advantage
- Have fun!

What else? Post in Chat Box.

TRAINING BREAKDOWN

Pre-Work

6 Virtual Live Training Sessions

Homework

Post Training Call

FCA Training Hub

LIVE TRAINING – WEEK 1

Session 1

**Monday Sept 11
5:00-7:00EDT**

Tech Training

- Intro and program overview
- Run a system check and verify technology.
- Test run your audio, video and system speed.
- Learn and do a dry run of the tech workshop tools.

Session 2

**Wednesday Sept 13
5:00-8:00EDT**

Fascinate Overview

- Explain how the Fascination Advantage system works.
- 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.

Session 3

**Friday Sept 15
5:00-8:00EDT**

Anthem Builder

- Have the words to describe your distinct value.
- Create your personality tagline using the Fascinate Anthem method.
- Get hands on, practical experience using Fascinate Anthem Brand.

LIVE TRAINING – WEEK 2

Session 4

Monday Sept 18
5:00-7:00EDT

Fascinate with Teams

- Apply the How to 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 advantage, weakness, blind spots and opportunities.
- Identify how a team is most and least likely to solve problems, deal with conflict and achieve results.

Session 5

Wednesday Sept 20
5:00-7:00EDT

How to Fascinate® Products + Offers

- Describe `How to Fascinate®` competitive advantage.
- Explain the various How to Fascinate® product offerings.
- Learn how to create the perfect How to Fascinate® sales pitch.

Session 6

Friday Sept 22
5:00-7:00EDT

How to Fascinate® Tools + Resources

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



FCA Hub

- Participant materials for each session
- Trainer's presentation for each session
- Activity outcomes for each session
- FCA Toolkit + Premium Vault

REMINDERS

- ✓ Pre-Training Survey
- ✓ Complete Ultimate Personal Brand Playbook (Fri Sept 15th)
- ✓ Sign FCA Agreement
- ✓ Become a Fascinate Affiliate
- ✓ Review and Sign a Photo Agreement
- ✓ Sign a W-8 or W-9
- ✓ Join the FCA September 2017 Cohort Facebook Group

WHAT`S NEXT

- ✓ Bring your Fascinate Advantage Assessment to class.
- ✓ Review Participant Materials for Session 2.
- ✓ See you Wednesday Sept 13th, 5:00pm (EDT).
- ✓ All FCA Training Materials (presentations and recorded sessions) will be posted into your Fascinate Account.