



# FASCINATE

## CERTIFIED ADVISOR





Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

INTENSIVE

Wednesday March 15<sup>th</sup>



# 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.

# AGENDA

Intro's and Objectives

Fascinate Overview + Advantage Deep Dive

12:00 – 12:30 EST Lunch

Anthem Overview + Anthem Practice

Fascinate Team Heat Map

3:00 – 3:15 EST Break

Crafting a Fascinate Pitch

Fascinate Logistics

Wrap Up + Close



# 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



# TECH DETAILS

- ZOOM demo
- Google Docs demo

# BREAKOUT GROUP

- Small group `get to know` 😊.
- Talk about...
  - What you`re most excited about for the training?
  - 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.**

# REMINDERS

- ✓ Pre-Training Survey
- ✓ Complete Ultimate Personal Brand Playbook
- ✓ Sign FCA Agreement
- ✓ Become a Fascinate Affiliate
- ✓ Review and Sign a Photo Agreement
- ✓ Sign a W-8 or W-9
- ✓ Join Your Special Facebook Group

# PROGRAM MATERIALS

- ✓ Have your Fascinate Advantage Assessment handy.
- ✓ Participant Workbook.
- ✓ Resources and References Handbook.

# FASCINATE OVERVIEW

# SEGMENT OBJECTIVES

- 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.

# HOW TO FASCINATE FOUNDATION

- **Expertise:** Sally Hogshead
- **Research:** The Kelton Study (1k+ Americans)
- **Data:** 1,000,000 People
- **World Class Clients:** Cisco, GE, Intel, AT&T, Twitter
- **Media Recognition:** #1 Wall Street Journal best seller, #2 NY Times best seller, Oprah top pick.

# 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.

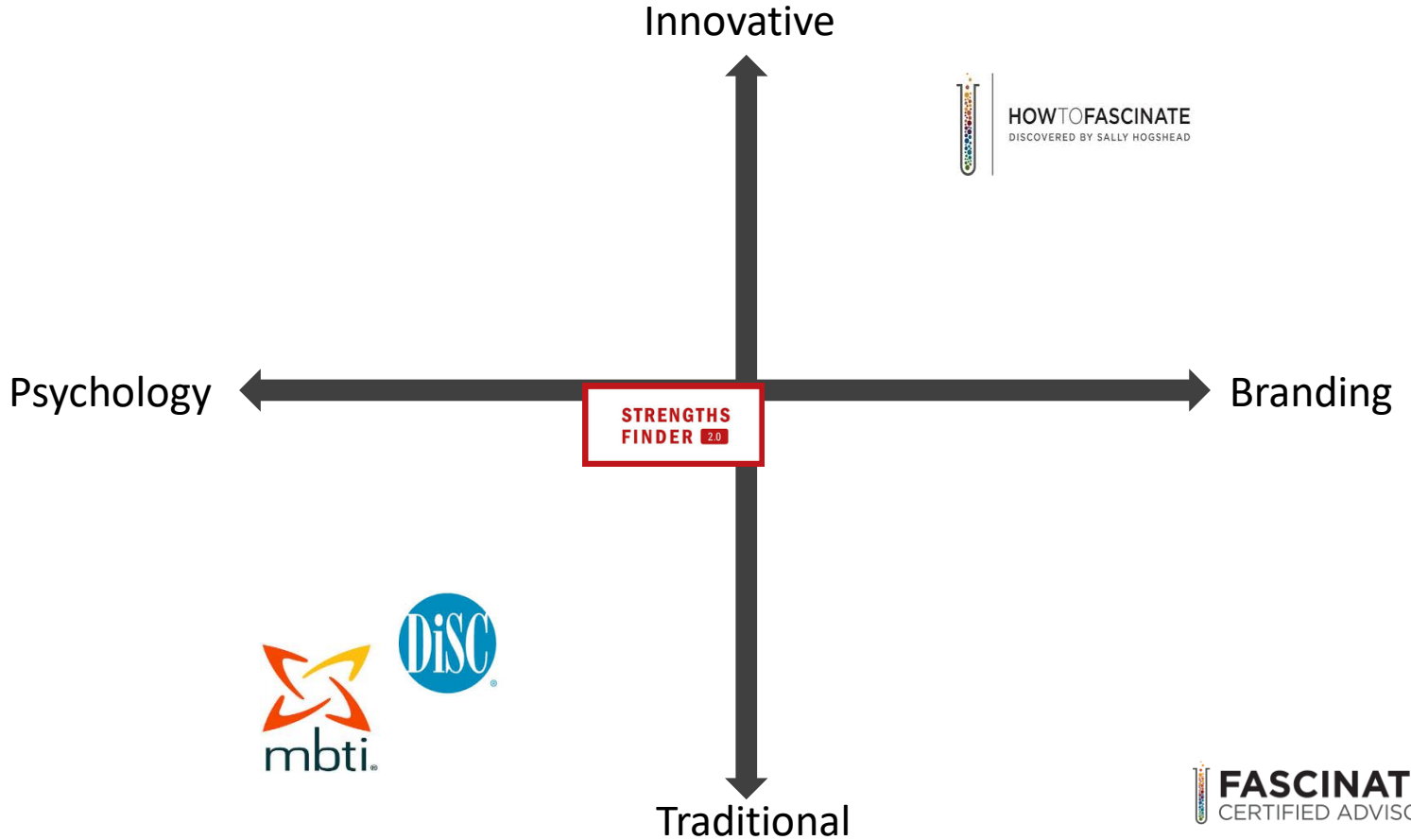


# HOW DOES THE WORLD SEE ME WHEN IT'S A SELF TEST?

This test is not built on psychology (as a traditional personality test). It's based on branding— the response that we create in others. By measuring the signals that we send out, our research is able to predict how others will respond to those signals. Just as Coke and Apple can predict how consumers will respond to a message, this test is predicting how others will respond to your messages.



# DISTINCTION MAP



A vertical decorative bar on the left side of the slide, composed of seven horizontal segments in different colors: yellow, orange, red, dark red, purple, blue, and teal.

# fas·ci·na·tion

“Fascination is an intense focus. When you fascinate your listener, they’re more likely to connect with you and remember you.”

**People will pay a great deal of money if  
you can help them become fascinating.**

They will pay an average of \$288/month to  
be the most fascinating person in a room.



# 2 MOST IMPORTANT CONCEPTS

Different is better than better.

To become more successful,  
don't change who you are.

Become more of who you are.

# THE FASCINATE ADVANTAGES

**Innovation**  
You change the game with creativity

**The Language of Creativity  
& Change**

**Passion**  
You connect with emotion

**The Language of  
Relationship & Emotion**

**Power**  
You lead with command

**The Language of Confidence  
& Authority**

**Prestige**  
You earn respect with higher standards

**The Language of Excellence  
& Standards**

**Trust**  
You build loyalty with consistency

**The Language of Stability &  
Dependability**

**Mystique**  
You communicate with substance

**The Language of Listening  
& Observing**

**Alert**  
You prevent problems with care

**The Language of Details &  
Anticipation**

# GO → GOOD TO GREAT

## PRIMARY ADVANTAGE

- Your most effective mode of communication.
- This is how you naturally connect with people.
- You're more authentic and confident.
- Helps you make a positive impression.



## SECONDARY ADVANTAGE

- Second highest mode of communication.
- Does not cost you a lot of effort or energy.
- It's the language you already know how to speak.

**YOUR FASCINATION ADVANTAGE™ is the way in which your personality is most likely to add distinct value.**

# WELLSPRING vs. QUICKSAND

## Wellspring

You feel focussed and 'in the flow', invigorated, fueled with a sense of vitality and happiness. You're having fun and the task feels effortless. You're productive and energized with the challenge. You feel empowered and motivated.

## Quicksand

You feel bored, drained, distracted or loathing an activity or task. It feels like you're swimming upstream or going against your natural grain. You feel depleted, neutral or you're exhausted, discouraged and tired.

# 5 DAY CHALLENGE

- Pay attention to projects, tasks and activities for the next 5 days.
- Write down the activity or task you were doing to find out if you're spending more time in your wellspring or in quicksand.





# THE 3 THREATS YOU FACE

- Distraction
- Competition
- Commoditization

# POLL

**Which of the top 3 threats stand in your way when you want to get noticed, influence or persuade others?**

1. Distraction
2. Competition
3. Commoditization

Type in Chat Box

# GROUP DISCUSSION

- Describe what it's like when you experience your primary threat:
  - Distraction
  - Competition
  - Commoditization
- What problems have you faced?
- How have you solved this in the past?



# SUCCESS FORMULA – HIGH ACHIEVERS

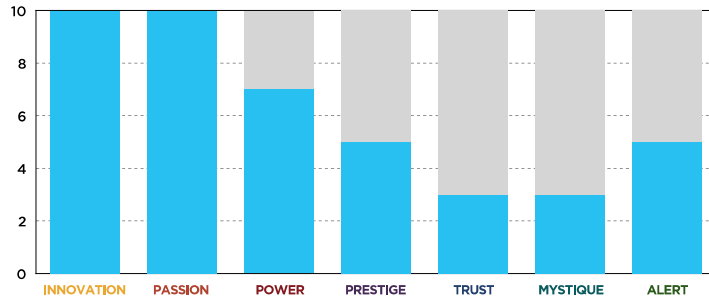
1. High performers deliver a specific benefit.
2. They are worth more and are being paid more.
3. Don't compete on price.

**“85% of your financial success is due to personality and ability to communicate, negotiate and lead.  
Shockingly only 15% is due to technical knowledge.”**

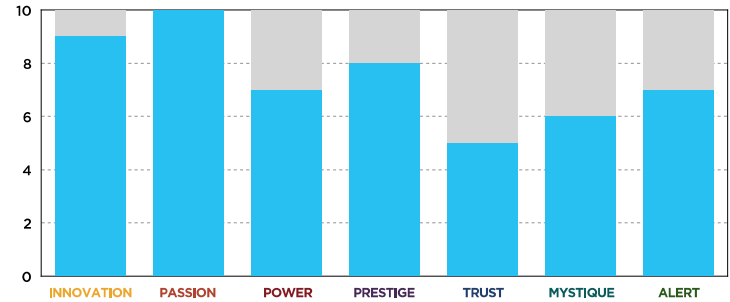
**Carnegie Institute for Science**



# THERE IS NO “RIGHT” DISTRIBUTION OF ADVANTAGES



SALLY IS A **CATALYST**



KARA IS ALSO A **CATALYST**

Two Catalysts. Two different personality compositions.



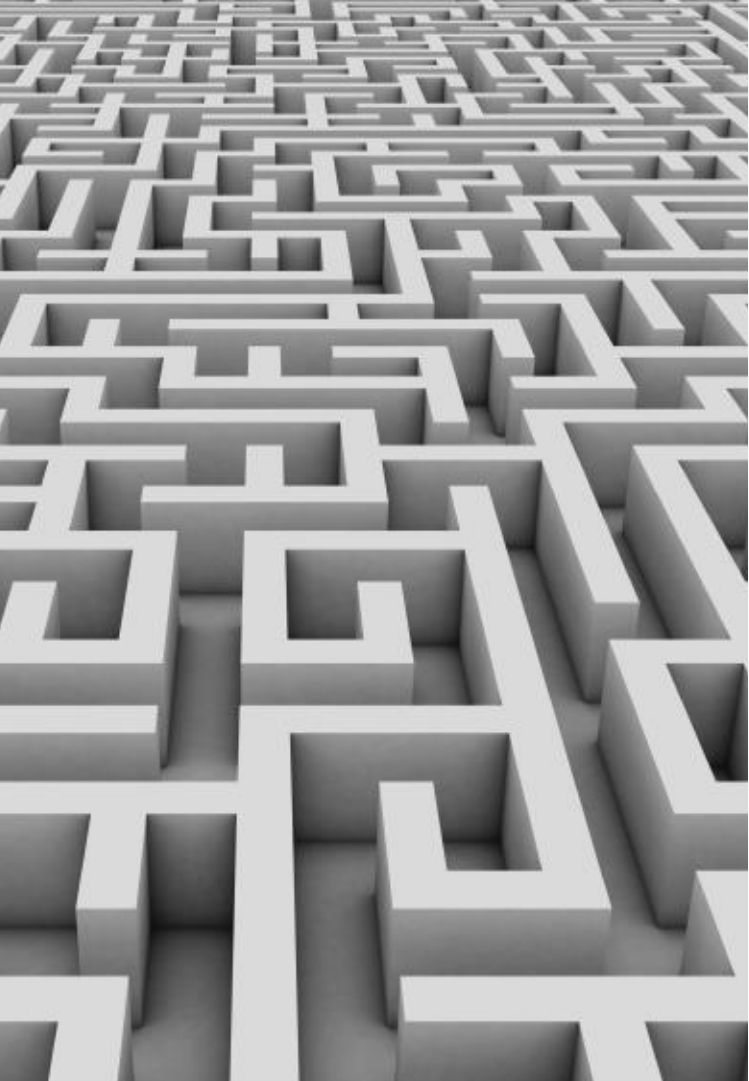
# COMMUNICATING EFFECTIVELY

**SCATTERED  
COMMUNICATION:**  
Use all 7 Advantages,  
and your message will  
unfocused and  
unfascinating


**BALANCED, ENGAGING  
COMMUNICATION:**  
Use a blend of your personality's  
natural Advantages

**ALIENATING  
COMMUNICATION:**  
If you "double up" on one  
one trait you can fall into  
Double Trouble mode and  
turn people off





# DORMANT



When too much of a good  
thing,  
may not be so good.

# DOUBLE TROUBLE

POWER + POWER

Dominant, Overbearing, Dogmatic

PASSION + PASSION

Theatrical, Emotive, Sensitive

MYSTIQUE + MYSTIQUE

Unemotional, Introverted, Concentrated.

PRESTIGE + PRESTIGE

Arrogant, Cold, Superior

ALERT + ALERT

Compulsive, Driven, Exacting.

INNOVATION+INNOVATION

Volatile, Startling, Chaotic.

TRUST+TRUST

Predictable, Safe, Unmovable.

# POLL

Can you relate to a **Double Trouble Zone**?

1. OMG, it's me!
2. No Way, no how, not me!
3. Are you talking about my (fill in the blank?)

Type in Chat Box

# GROUP DISCUSSION

- What situations or circumstances ‘activate’ your Double Trouble?
- What’s the impact to you? To others?
- How do you get yourself out of DT?



# TIPS TO GET OUT OF THE DOUBLE TROUBLE

1. Self Awareness (You're half way there).
2. Call in your 'other' Advantage.
3. Ask a question – 'I wonder how I could bring more (insert Advantage) to this situation?'
4. Pause.
5. Breathe.

Instead of focusing on what people need to “fix,” we highlight what they’re already doing *right*, so they can do more of it.



# FASCINATE ADVANTAGE DEEP DIVE



# BREAK OUT – ADVANTAGE DEEP DIVE

In your small group assign a time keeper, speaker + scribe.

## **Scribe:**

- Open Google docs to capture your groups notes.

## **Timekeeper:**

- You have 15 mins. to complete this activity.

## **Speaker:**

- Present your outcomes to the overall group.

# BREAK OUT – ADVANTAGE DEEP DIVE

## Support Material:

- Participant Workbook: Page 8- 11 (capture your personal notes)
- Resources and References Handbook:
  - **Primary Advantages: Page 11-17**
  - How Advantages Sell & Collaborate: Page 28
  - How Advantages Take Action : Page 29
  - How Advantages Team with others: Page 30-36

# BREAK OUT – ADVANTAGE DEEP DIVE

1. What are key characteristics and value of this Advantage?
2. How does this Advantage drive us crazy?
3. Why do we need them?

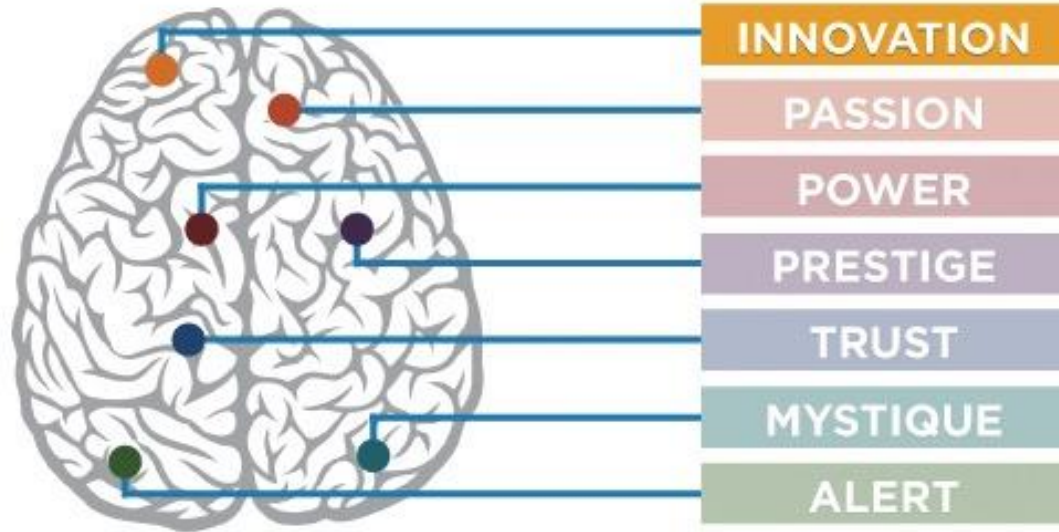
Design, Sales, Customer Service, everyone is so busy with their own projects they stop paying attention to other departments. Routines become set; silos develop. But you're on the verge of cementing a big sales deal with HardCell Manufacturing and you need to have everyone in your company working together.

- A. Using your Fascinate Advantage, how can you increase collaboration among departments and insure the HardCell deal is sealed?

# ADVANTAGE BREAK OUT GROUPS

Group 1	Group 2	Group 3
Alert+ Mystique	Passion + Trust	Power + Innovation
Maria Jennifer	Lauri Sarah	Betty Tod Vivian

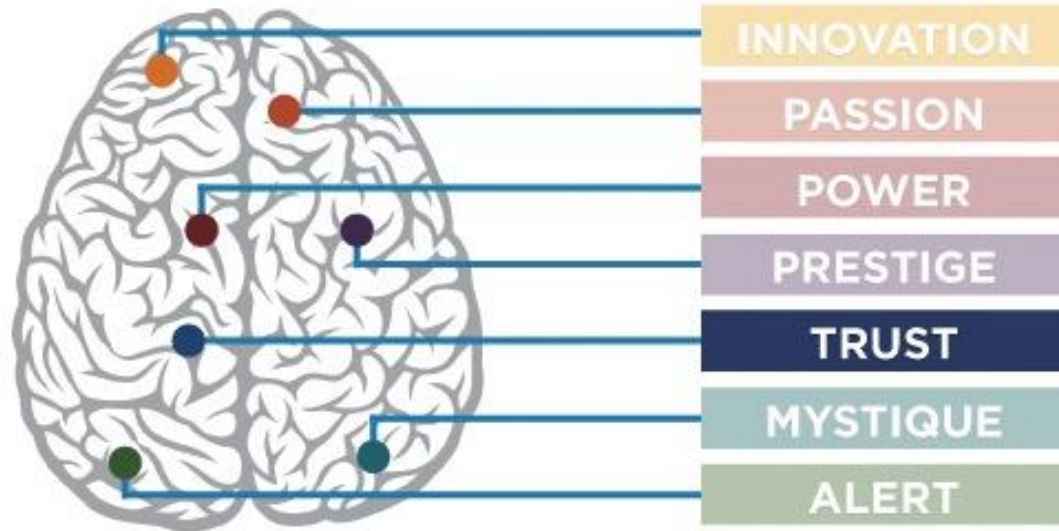
# INNOVATION



# How to Fascinate® Research Fact

**Compared to women, men are more likely to have a primary Innovation Advantage.**

# TRUST



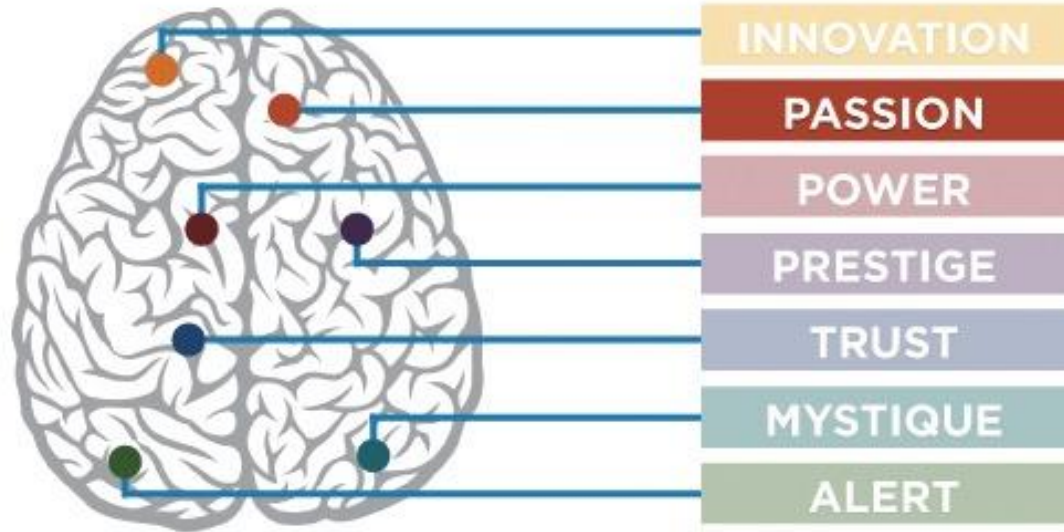
# How to Fascinate® Research Fact

**Highest use of Trust Advantage = Finance  
Managers**

**Lowest use of Trust Advantage = Marketers**



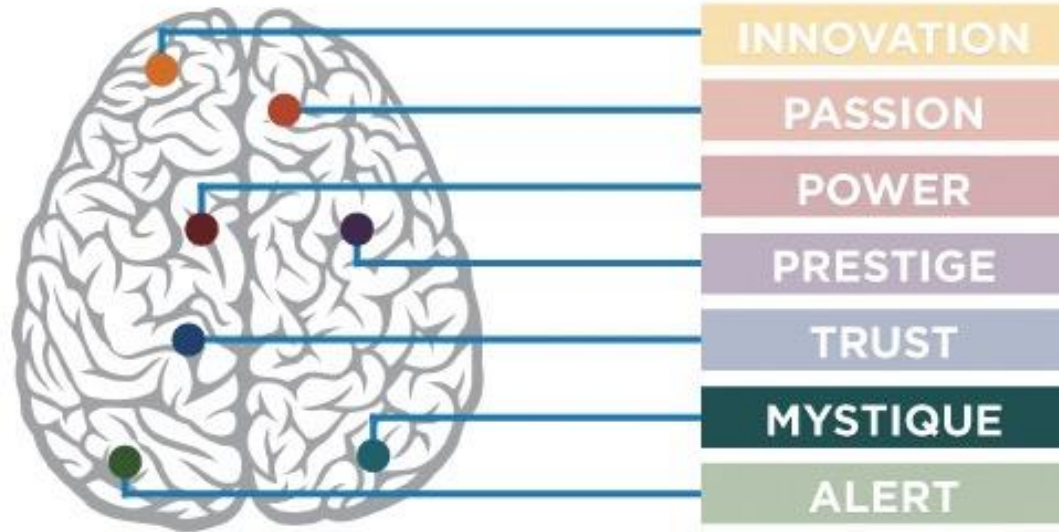
# PASSION



# How to Fascinate® Research Fact

**HR leaders are 300% more likely to have primary Passion Advantage than those in IT.**

# MYSTIQUE

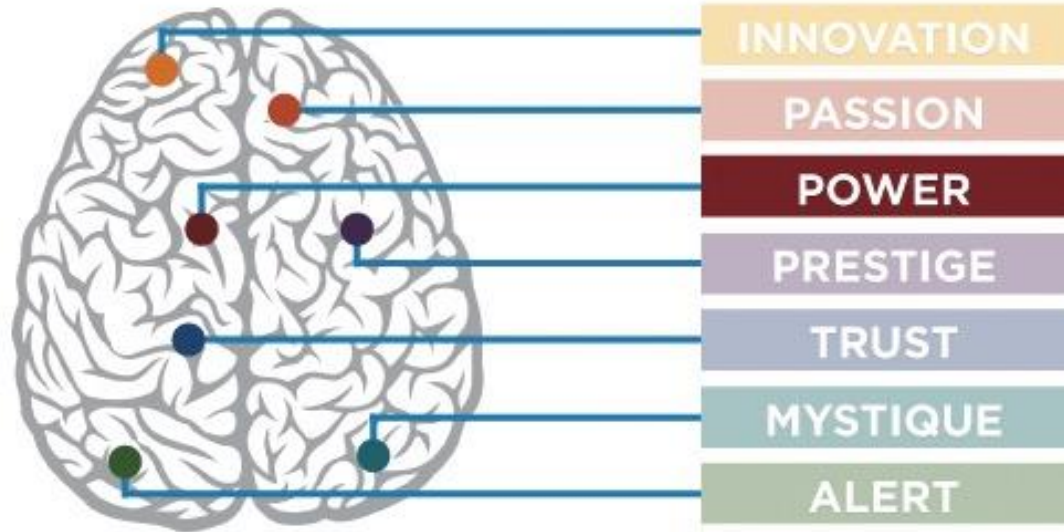


# How to Fascinate® Research Fact

**Who scores lowest on Passion?**

**Employees in information technology, and finance. Engineers, on the other hand, score high on Mystique.**

# POWER

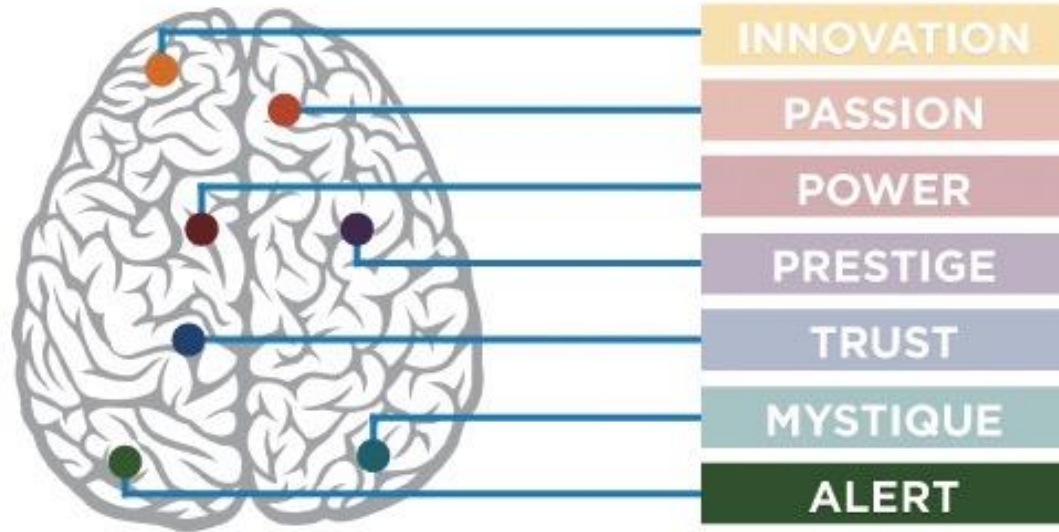


# How to Fascinate® Research Fact

**Female CEOs lead with almost three times more Passion than their male counterparts.**

**Male CEOs, in contrast, are twice as likely to have primary Power than the women.**

# ALERT

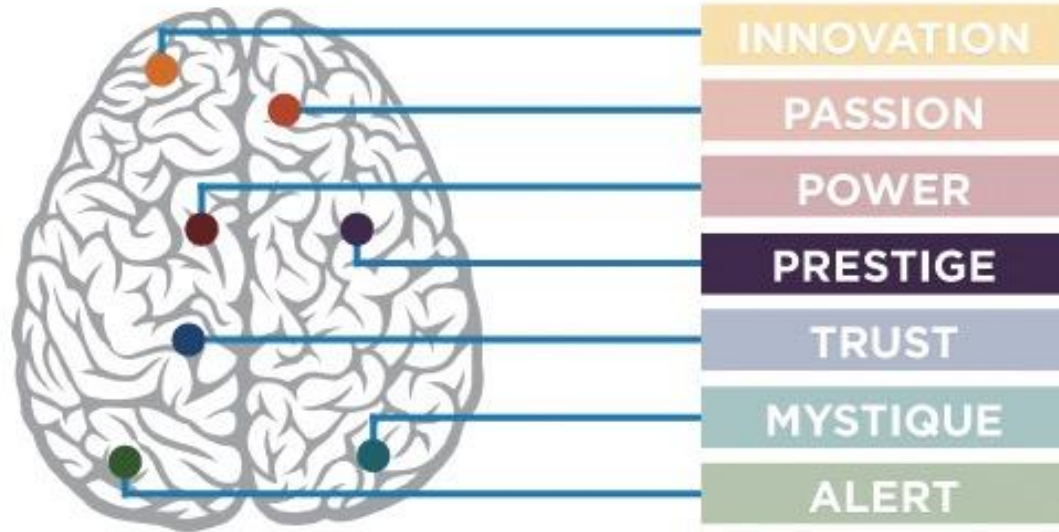


# How to Fascinate<sup>®</sup> Research Fact

**Within the finance industry, for instance, a staff member is 300% more likely to have primary Alert than a CEO.**



# PRESTIGE



# How to Fascinate® Research Fact

**When it comes to CEOs and Business Owners both men and women have a strong use of Prestige.**

# ANTHEM BUILDING



# SEGMENT OBJECTIVES

- 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 Builder.

# What is an Anthem?



# ANTHEM IS...

- Your Anthem lets them know why you're the perfect solution to their problem.
- Delivers a specific and distinctive benefit.
- Simple to remember, easy to communicate, and incredibly useful to apply.
- Explains what you do best and what makes you different.

# FASCINATE FUNDAMENTALS

1. **Distraction:** an Anthem “front-loads” your value to get your listener’s attention immediately.
2. **Competition:** an Anthem differentiates you from your competition. Different is better than better.
3. **Commoditization:** an Anthem describes your soft skills. It’s about personality, not just technical skills.

# FASCINATE ANTHEM<sup>®</sup>

## 1) THE ADJECTIVE



## 2) THE NOUN





# Sample Anthems

THE VICTOR  
**EXEMPLARY  
EXPERTISE**



THE TRENDSETTER  
**AMBITIOUS  
CREATIVITY**

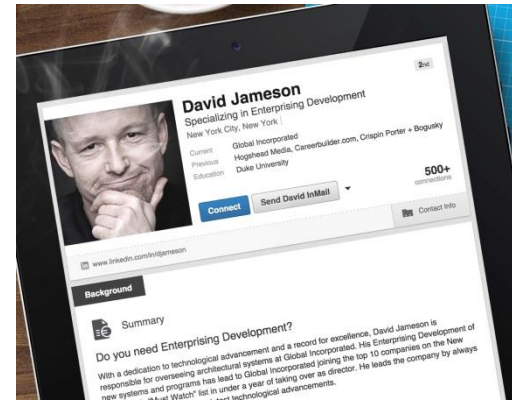
THE ORCHESTRATOR  
**PRACTICAL AND  
ENERGIZING  
SOLUTIONS**

THE CHANGE AGENT  
**INSPIRING  
LEADERSHIP**

THE ARCHER  
**UNDER THE RADAR  
PROBLEM SOLVING**

# APPLY YOUR ANTHEM STATEMENT

- Linked-In Profile
- Business Card
- Email Signature
- Employee bios
- Facebook



# POLL

## **Building your Anthem was:**

1. A piece of cake – got it my first try.
2. Getting a PH.D. would be easier – I need help!
3. Just like inventory, it's a work in progress.

# **Anthem Builder**

## **Coaching Practice**

# BREAK OUT – PAIRS ACTIVITY

Objective:

- Build or validate your Anthem.
- Get hands on Anthem Building coaching practice.

Break out into assigned pairs.

- 1 Person = Client + 1 Person = FCA.
- Take turns to coach building an Anthem.
- Anthem building (10 mins) + FCA coaching feedback (2 mins), then switch.

# BREAK OUT – MATERIAL

- Bring your Anthem
- FCA Participant Workbook
- Fascinate Advantage Assessment

# BREAK OUT – PRACTICE COACHING

## Build an Anthem

- Participant Workbook: Complete Anthem Builder Worksheet Page 21-23

## Validate an Anthem

- Participant Workbook: Peak Performance – share a story demonstrating your Anthem in action. Page 19

# YOUR ANTHEM STATEMENT

## Your Anthem Statement

- “My highest distinct value is my ability to deliver [your Anthem].”
- “If you need someone who delivers [your Anthem], I can help.”
- “Even when things get tough, I promise to give [your Anthem].”



# Perfect your Anthem Coaching Practice

# BREAK OUT – PRACTICE COACHING

## Perfect your Anthem

- Understand the different ways your Anthem will apply to business and life
- Use FIVE QUESTIONS to help perfect your Anthem on page 20 to think more tangibly and meaningfully about your Anthem.
- You have 20 mins for the whole activity. 10 mins each for Perfect your Anthem coaching practice.

# TEAM HEAT MAP

# SEGMENT OBJECTIVES

- Apply the How to Fascinate® system to teams to identify a Team Fascinate Advantage.
- Learn the step by step process of how to build a “Team Heat Map”.
- Understand and analyze a team’s advantage, blind spots and opportunities.
- Identify how a team is most and least likely to solve problems, deal with conflict and achieve results.

**What if organizations, managers, business owners could identify new areas of potential for their employees?**

**What if every single person of a team could be inspired to perform at their best?**

A close-up photograph of a person's lips coated in a vibrant, glossy red lipstick. The lips are slightly parted, and the texture of the lipstick is highly reflective, showing bright highlights. Overlaid on the center of the lips is the text "DATA IS SEXY" in a clean, white, sans-serif font. The words "DATA IS" are on the top line, and "SEXY" is on the bottom line.

DATA IS  
SEXY

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**

You change the game with creativity

**PASSION**

You connect with emotion

**POWER**

You lead with command

**PRESTIGE**

You earn respect with higher standards

**TRUST**

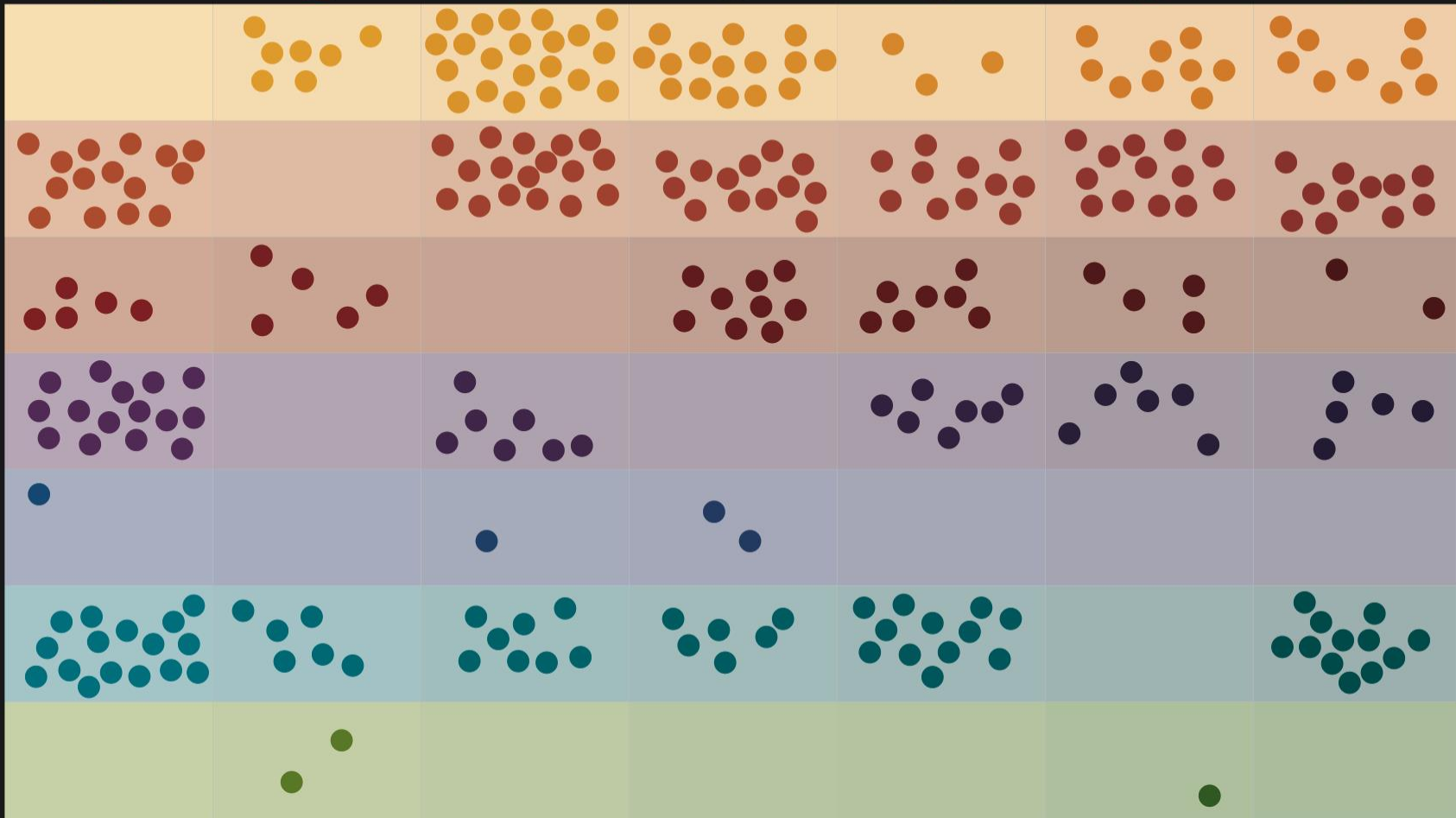
You build loyalty with consistency

**MYSTIQUE**

You communicate with substance

**ALERT**

You prevent problems with care





# HOW TO FASCINATE<sup>®</sup> TEAM HEAT MAP

- Identify your team's communication style.
- Predict how you are most (and least) likely to solve problems, deal with conflict and reach conclusions.
- Identify the hidden patterns in your team's Advantage.
- Know and understand if you have one dominant Advantage, or if you're evenly balanced.
- Identify and know your core specialty, or potentially even a disadvantage



# 7 ADVANTAGES ADD VALUE IN TEAMS

POWER

Uses authority to emphasize the importance of the goal.

PASSION

Gives emotional support and praise for everyone's efforts.

MYSITQUE

Asks questions to understand the underlying issues.

PRESTIGE

Verbally recognizes the ways in which others make contributions.

ALERT

Organizes in advance to prevent unproductive conflicts.

INNOVATION

Thinks outside the box to offer a completely new solution.

TRUST

Nurtures relationships so the focus is on team rather than individual.

**A diverse mix of Advantages can  
provide balance for a team.**

**What happens if a team's Advantage  
becomes a disadvantage?**

# DOUBLE TROUBLE TEAM EFFECT

**POWER + POWER**

Becomes overly intense.

**PASSION + PASSION**

Team becomes hyper or moody.

**MYSTIQUE + MYSTIQUE**

Disconnected from others.

**PRESTIGE + PRESTIGE**

Too competitive.

**ALERT + ALERT**

Micromanaging.

**INNOVATION + INNOVATION**

Distracted and unlikely to complete projects.

**TRUST + TRUST**

Dull and out of date.

# How to Build a Team Heat Map



# HOW TO BUILD A TEAM HEAT MAP

1. Sum up the Primary and Secondary Advantages
2. Calculate the total # Advantages represented in the group
3. Sum up the group Dormant

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**

You change the game with creativity

**PASSION**

You connect with emotion

**POWER**

You lead with command

**PRESTIGE**

You earn respect with higher standards

**TRUST**

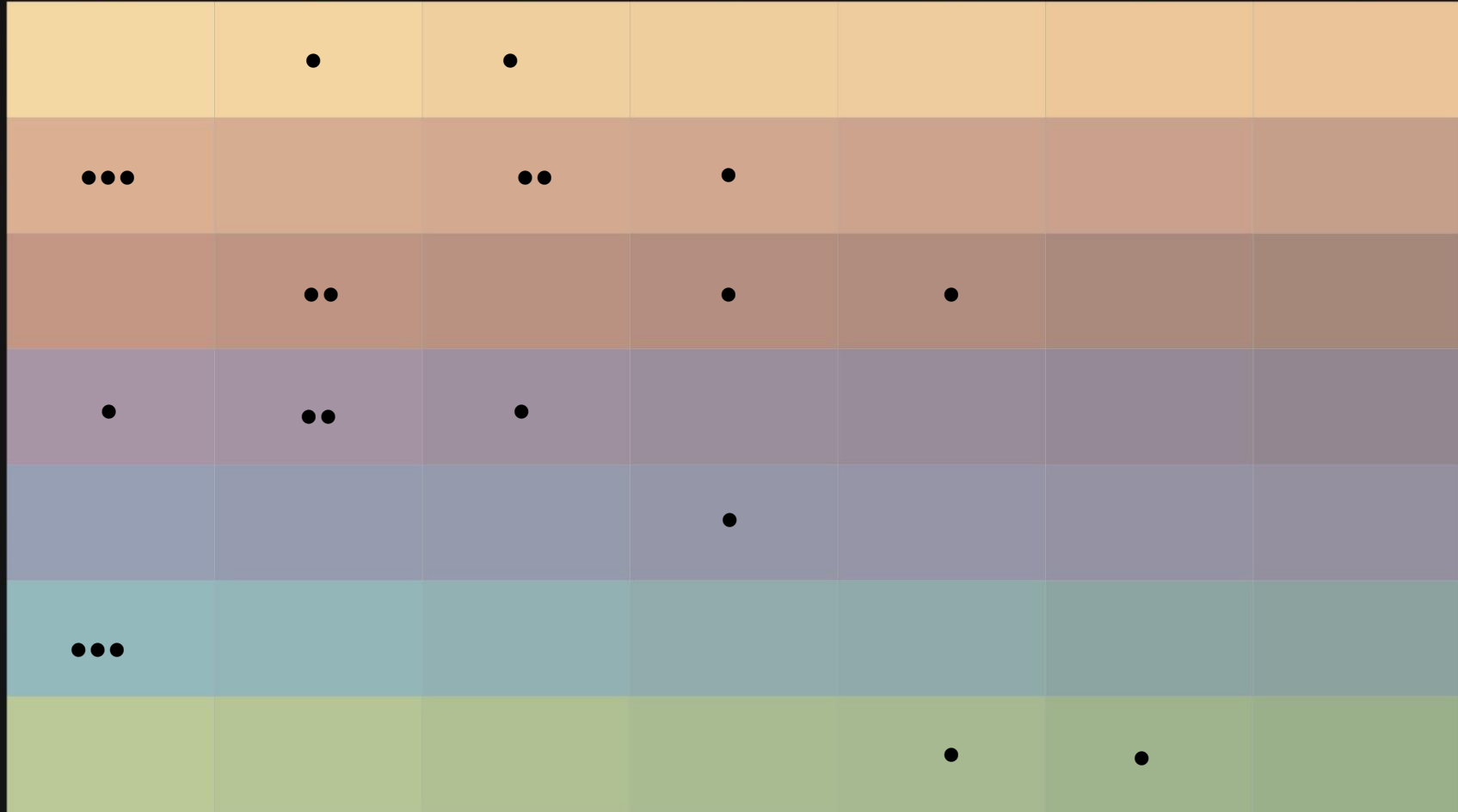
You build loyalty with consistency

**MYSTIQUE**

You communicate with substance

**ALERT**

You prevent problems with care



# FCA JUNE COHORT

Name	Archetype	Primary	Secondary
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Carmen Gomez	The Mediator	Alert	Trust
Debra Swersky	The People's Champion	Passion	Power
Daina Middleton	The Royal Guard	Mystique	Prestige
Deane Ilukowicz	The Diplomat	Trust	Prestige
Hascena Sham	The Ringleader	Power	Passion
Melba Holliday	The Avante-Garde	Prestige	Innovation
Janet Lee	The Talent	Passion	Prestige
Janette Toral	The Secret Weapon	Mystique	Innovation
Jill Gottenstrater	The Beloved	Passion	Trust
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Juan Polanco	The Catalyst	Passion	Innovation
Kathleen Panning	The Detective	Alert	Mystique
Dee Dee Reid	The Ringleader	Power	Passion
Michelle Lopez	The Maestro	Power	Prestige
Narelle Goodfield	The Connoisseur	Prestige	Passion
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Sarah Wadle	The People's Champion	Passion	Power
Shea Petaja	The Catalyst	Passion	Innovation
Susan Robinson	Maverick Leader	Innovation	Power
Whitney Bishop	The Catalyst	Passion	Innovation

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**

You change the game with creativity

Dapo

Susan

**PASSION**

You connect with emotion

Juan  
Shea  
Whitney

Debra  
Sarah

Janet

**POWER**

You lead with command

Haseena  
Dee Dee

Michelle

Jill G

**PRESTIGE**

You earn respect with higher standards

Melba

Jill H  
Narelle

**TRUST**

You build loyalty with consistency

Deanne

**MYSTIQUE**

You communicate with substance

Alfred  
Ricky  
Janette

Daina

**ALERT**

You prevent problems with care

Carmen

Kathleen



# TALLY UP TEAM PRIMARY

Name	Archetype	Primary	Secondary
Kathleen Panning	The Detective	Alert	Mystique
Carmen Gomez	The Mediator	Alert	Trust
Susan Robinson	Maverick Leader	Innovation	Power
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Daina Middleton	The Royal Guard	Mystique	Prestige
Janette Toral	The Secret Weapon	Mystique	Innovation
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Debra Swersky	The People's Champion	Passion	Power
Sarah Wadle	The People's Champion	Passion	Power
Shea Petaja	The Catalyst	Passion	Innovation
Janet Lee	The Talent	Passion	Prestige
Jill Gottenstrater	The Beloved	Passion	Trust
Juan Polanco	The Catalyst	Passion	Innovation
Whitney Bishop	The Catalyst	Passion	Innovation
Haseena Sham	The Ringleader	Power	Passion
Dee Dee Reid	The Ringleader	Power	Passion
Michelle Lopez	The Maestro	Power	Prestige
Melba Holliday	The Avante-Garde	Prestige	Innovation
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Narelle Goodfield	The Connoisseur	Prestige	Passion
Deane Ilukowicz	The Diplomat	Trust	Prestige

Advantage	#	%
Passion	7	32%
Mystique	4	18%
Power	3	14%
Prestige	3	14%
Innovation	2	9%
Alert	2	9%
Trust	1	4%

# TALLY UP TEAM SECONDARY

Name	Archetype	Primary	Secondary
Janette Toral	The Secret Weapon	Mystique	Innovation
Alfred Chung	The Secret Weapon	Mystique	Innovation
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation
Shea Petaja	The Catalyst	Passion	Innovation
Juan Polanco	The Catalyst	Passion	Innovation
Whitney Bishop	The Catalyst	Passion	Innovation
Melba Holliday	The Avante-Garde	Prestige	Innovation
Kathleen Panning	The Detective	Alert	Mystique
Oladapo Okuyemi	The Rockstar	Innovation	Passion
Haseena Sham	The Ringleader	Power	Passion
Dee Dee Reid	The Ringleader	Power	Passion
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion
Narelle Goodfield	The Connoisseur	Prestige	Passion
Susan Robinson	Maverick Leader	Innovation	Power
Debra Swersky	The People's Champion	Passion	Power
Sarah Wadle	The People's Champion	Passion	Power
Daina Middleton	The Royal Guard	Mystique	Prestige
Janet Lee	The Talent	Passion	Prestige
Michelle Lopez	The Maestro	Power	Prestige
Deane Ilukowicz	The Diplomat	Trust	Prestige
Carmen Gomez	The Mediator	Alert	Trust
Jill Gottenstrater	The Beloved	Passion	Trust

Advantage	#	%
Innovation	7	32%
Passion	5	23%
Prestige	4	18%
Power	3	14%
Mystique	1	4%
Trust	2	9%
Alert	0	0%

# TALLY UP PRIMARY + SECONDARY

## TOP TEAM ADVANTAGES

Advantage		Primary	Secondary	Total
1.	Passion	7	5	12
2.	Innovation	2	7	9
3.	Prestige	3	4	7
4.	Power	3	3	6
5.	Mystique	4	1	5
6.	Trust	1	2	3
7.	Alert	2	0	2

Calculate % by dividing Advantage Total by Total Advantages.

Example:  
12 Passion Advantages / 44 Total Advantages = 27%

This tells us that 27% of Group has Passion as a Primary or Secondary Advantage

# GROUP ADVANTAGE DISTRIBUTION

Advantage		Primary	Secondary	Total	% of Group
1.	Passion	7	5	12	27%
2.	Innovation	2	7	9	20%
3.	Prestige	3	4	7	16%
4.	Power	3	3	6	14%
5.	Mystique	4	1	5	11%
6.	Trust	1	2	3	7%
7.	Alert	2	0	2	5%

# TALLY UP TEAM DORMANT

Name	Archetype	Dormant
Juan Polanco	The Catalyst	Alert
Deane Ilukowicz	The Diplomat	Alert
Daina Middleton	The Royal Guard	Alert
Carmen Gomez	The Mediator	Innovation
Jill Gottenstrater	The Beloved	Mystique
Narelle Goodfield	The Connoisseur	Mystique
Debra Swersky	The People's Champion	Mystique
Sarah Wadle	The People's Champion	Mystique
Kathleen Panning	The Detective	Passion
Alfred Chung	The Secret Weapon	Passion
Janette Toral	The Secret Weapon	Passion
Melba Holliday	The Avante-Garde	Power
Oladapo Okuyemi	The Rockstar	Power
Haseena Sham	The Ringleader	Prestige
Susan Robinson	Maverick Leader	Trust
Shea Petaja	The Catalyst	Trust
Whitney Bishop	The Catalyst	Trust
Jill Heijligers-Peloquin	The Connoisseur	Trust
Michelle Lopez	The Maestro	Trust
Dee Dee Reid	The Ringleader	Trust
Antonius Ricky Suroso	The Secret Weapon	Trust
Janet Lee	The Talent	Trust

Advantage	#	%
Trust	8	36%
Mystique	4	18%
Alert	3	14%
Passion	3	14%
Power	2	9%
Prestige	1	5%
Innovation	1	5%

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 You change the game with creativity	20% Innovation	•	•		DT : Drama/Anarchy		
PASSION You connect with emotion	•••	27% Passion	••	•			
POWER You lead with command		••	16% Power	•	•		
PRESTIGE You earn respect with higher standards	•	••	•	14% Prestige			
TRUST You build loyalty with consistency				•	7% Trust		
MYSTIQUE You communicate with substance	•••					11% Mystique	
ALERT You prevent problems with care	Dormant: Trust 36 %				•	•	5% Alert

# TEAM HEAT MAP ANALYSIS

# CASE STUDY

## Premium Seats

Your friends in the ticket biz.

Premium Seats USA is a licensed ticket and hospitality agency featuring an online ticket exchange that connect you to the most sought after sports, concert and theater tickets nationwide. We specialize in finding our clients the best seats at the best price for memorable lifetime experiences. An extensive selection, outstanding service and secure online ordering are elements that make us the nation's favorite and most trusted brand for premium event seating, tickets, and hospitality. All transactions are backed by a 200% Money Back Guarantee.



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**

You change the game with creativity

**8%**  
**Innovation**

•

**PASSION**

You connect with emotion

**15%**  
**Passion**

••

•

**POWER**

You lead with command

**19%**  
**Power**

•

•

**PRESTIGE**

You earn respect with higher standards

**15%**  
**Prestige**

•

**TRUST**

You build loyalty with consistency

**0%**  
**Trust**

**MYSTIQUE**

You communicate with substance

Dormant: Mystique - 45%

**12%**  
**Mystique**

•••

**ALERT**

You prevent problems with care

DT : The Control Freak

**31%**  
**Alert**

•

••

# S.O.A.R with PSUSA

Strengths	Opportunities	Aspirations	Results
With Alert as your Top Team Advantage (31%)...	With Mystique as your team dormant, what do you need to watch out for?	When you look at your values and aspirations what are you passionate about? Who are you looking to become?	What do you want to be known for?
What are you doing really well?	What are your Double Trouble triggers?	Power, Passion, and Prestige all come close as your team secondary Advantage, which one best represents where you're going and why?	How can you tangibly translate your strengths , opportunities and aspirations? What measures of success can you put in place?
What are your greatest assets?	What are the implications of having 0 Trust on the team?		
What makes you unique?			

# PREMIUM SEATS - ADVANTAGE

## THE EDITOR IN CHIEF

**Productive | Skilled | Detailed | Immersed | Results Driven**

You maintain high standards without losing sight of deadlines.

You're hard workers who manage to get a lot done without cutting corners. Your work is always excellent. Even under stress you deliver flawlessly.

You're unwavering leaders with a clear vision. Discerning and determined you define the path and set the standards. You're keenly focussed on deadlines and compel the team to act swiftly to avoid negative consequences.

### **A lesson that everyone can learn from you:**

Meeting tight deadlines doesn't mean you need to let quality standards slip.

# PREMIUM SEATS USA – RED FLAGS

## THE EDITOR IN CHIEF

**Productive | Skilled | Detailed | Immersed | Results Driven**

You never miss deadlines and with a strong focus on excellence you may be perceived as inflexible.

Fierce competitiveness may start to damage team spirit. In DT Zone, your will to win may triumph over people as you don't allow anything to stand in your way of success.

Too much prestige can turn people into big egos who become overly individualistic in their pursuit of success.

When not using their other Advantages, their negative energy can make them unpleasant company and they forget to look at the bright side of life.

# TEAM COMPARISONS

## Bankers

Advantage	% of Team
Prestige	24%
Trust	20%
Alert	14%
Passion	14%
Power	11%
Mystique	9%
Innovation	8%

## PSUSA

Advantage	% of Team
Alert	31%
Power	19%
Prestige	15%
Passion	15%
Mystique	12%
Innovation	11%
Trust	0%

## Human Resources

Advantage	% of Team
Prestige	22%
Passion	18%
Power	17%
Trust	14%
Alert	12%
Innovation	9%
Mystique	8%

# CLIENT EXPERIENCE:



“Everyone gave us glowing reviews. The team vowed to focus on improving communication utilizing their primary and secondary advantages and to be cognizant of their double trouble zones while I made a commitment to incorporate our personal brands slogans into the business. I was thrilled to get feedback from everyone that did, in fact, support our desired outcomes.”

Jimmy Siegendorf,  
Business Owner

# TEAM ADVANTAGE INSIGHTS

- Team Advantage rally's a team to a common goal and vision.
- Team Advantage is aligned to the inherent individual Advantages – custom and personal.
- Insights help, inform, inspire and improve.
- No Advantage is better than another. They are different and each provide value.
- In a team:
  - Similarities may be strengths or weaknesses
  - Differences may be strengths or weaknesses

# TEAM HEAT MAP ANALYSIS



# SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into groups – assign speaker/scribe.
- Each group will be the same team heat map insights with a different challenge to solve for.
- Capture your insights in a Google doc (shareable) in your breakout.

**Participant Workbook:**

**Team Heat Map Scenario: Google Doc**

**SWOT Prompt Questions: Page 53 + 54**

**SWOT Worksheets: Page 55 + 56**

# SWOT ANALYSIS

**STRENGTHS - ADVANTAGE**

--

**WEAKNESSES - DORMANT**

--

**THREATS – DOUBLE TROUBLE**

--

**OPPORTUNITY – ACTION PLAN**

--

SECONDARY ADVANTAGES

**Dormant 2  
Innovation**  
23%

**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

**INNOVATION**  
You change the  
game with creativity

5%  
**Innovation**

11%  
**Passion**

14%  
**Power**

34%  
**Prestige**

18%  
**Trust**

9%  
**Mystique**

9%  
**Alert**

Leadership Team  
Commercial Bankers

**PASSION**  
You connect  
with emotion

•

•

•

•

•

•

•

Double Trouble:  
The Imperial +  
The Old Guard

**POWER**  
You lead  
with command

•

•

•

•

•

•

•

**PRESTIGE**  
You earn respect  
with higher standards

•••

•••

•••

•••

•••

••

••

**TRUST**  
You build loyalty  
with consistency

••••

••••

••••

••••

••••

••••

••••

**MYSTIQUE**  
You communicate  
with substance

**Dormant  
Mystique**  
27%

•

•

•

••

••

••

**ALERT**  
You prevent problems  
with care

•

•

•

•

•

•

•

Archetype: The Blue Chip  
Twin: The Diplomat

PRIMARY ADVANTAGES

# SMALL GROUP ACTIVITY 1 – SWOT ANALYSIS

## STRENGTHS - ADVANTAGE

Consider the teams top 2 Advantages, what value does this team bring?

Based on the teams overall Advantage distribution what are this teams strengths?

## WEAKNESSES - DORMANT

With a dormant of Mystique what challenges could this team face?

What's the impact of having a high dormant in Innovation – what do they need to watch out for?

## THREATS – DOUBLE TROUBLE

Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.

## OPPORTUNITY – ACTION PLAN

Formal onboarding plans, peer mentorship and rotational assignments lead to well rounded and highly engaged employees. They want to adopt these best practices so that employees are more empowered and effective. However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem? **Provide 2-3 recommended actions they can take to solve this challenge.**

# SMALL GROUP ACTIVITY 2 – SWOT ANALYSIS

## STRENGTHS - ADVANTAGE

Consider the teams top 2 Advantages, what value does this team bring?

Based on the teams overall Advantage distribution what are this teams strengths?

## WEAKNESSES - DORMANT

With a dormant of Mystique what challenges could this team face?

What's the impact of having a high dormant in Innovation – what do they need to watch out for?

## THREATS – DOUBLE TROUBLE

Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.

## OPPORTUNITY – ACTION PLAN

Employees are not adopting new initiatives and best practices as quickly as management would like. Your goal is to inspire and motivate employees to take up and embrace change with agility and passion However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem?

**Provide 2-3 recommended actions they can take to solve this challenge?**

# TEAM ADVANTAGE – SWOT ANALYSIS

## STRENGTHS

- Constantly look for ways to improve and raise standards
- Coolheaded and trusted leaders
- Consistently drive and deliver an outstanding performance
- A direct communication style that breeds trust
- Precise and value routine
- Your team knows they can count on you

# TEAM ADVANTAGE – SWOT ANALYSIS

## WEAKNESSES

- Holding back information and feelings may be challenging
- Others can often pick up on your attitude and mood
- May not always think before you speak
- Listening is not your forte, remember - two ears, one mouth for a reason

# TEAM ADVANTAGE – SWOT ANALYSIS

## THREATS

- Fierce competitiveness may start to damage team spirit and breakdown trust
- Big egos can become overly individualistic in their pursuit of success
- Strong dependence on the tried and true
- Overly resistant to change , insist “this is the way we do things around here”



# TEAM ADVANTAGE – SWOT ANALYSIS

## OPPORTUNITIES

- Learn to get more emotionally involved
- Pause for a moment, re-evaluate your plans. Take time to work out your thoughts
- Look to accept new ways of doing things, experiment a little
- Show others you care about them and their achievements to become warmer and less intimidating

# TEAM ACTION PLAN – EMPLOYEE ONBOARDING

- Work on communication strategies based on FA. Leadership must understand the communication style of employees.
- Appeal to the competitive side of leadership (throw down a challenge); Leadership must get excited about communicating.
- Get 'Alert' people in the right position to help with the follow through and team up with the power people to help with decision making.
- Do more team building to build relationships and foster engagement.



# TEAM ACTION PLAN – ADOPT CHANGE INITIATIVES

- Giving air time to people with innovation and passion – listen.
- Reduce information overload and chunk info down into pieces to avoid overwhelm.
- Get the power people involved to get the team focused on the goals.



# TEAM HEAT MAP IN-SIGHT

- How does this information and insight set this team up for success?
- How could this intel help you and your business?

# CRAFT A FASCINATE PITCH

# THE 7 TYPES OF COMMUNICATION

POWER

A LEADER WHO MAKES DECISIONS

PASSION

RELATIONSHIP-BUILDER WITH  
STRONG PEOPLE SKILLS

MYSTIQUE

UNEMOTIONAL, SOLO INTELLECT  
BEHIND-THE-SCENES

PRESTIGE

OVERACHIEVER WITH  
HIGHER STANDARDS

ALERT

PRECISE DETAIL MANAGER

INNOVATION

UNTRADITIONAL PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

# COMMUNICATE - 2 WAYS



I change the  
game with  
creativity

Innovation



I build loyalty  
with  
consistency

Trust

# COMMUNICATING WITH OTHERS

Innovation	Passion	Power	Prestige	Trust	Mystique	Alert
Give space for autonomy	Allow time for expression of emotions and feelings	Focus on goals and plans	Present clear rewards	Rely on tradition and the past	Present facts	Define consequences





# SMALL GROUP ACTIVITY 1 - OBJECTIVE

Practice applying the 7 Fascinate Advantage languages by identifying the distinct messaging each language has. Remember, you communicate at your best when you use your top 2 Advantages. For the purpose of this activity, we want you to apply only one Advantage (at a time) to the scenario to gain fluency in this Advantage.

**Participant Workbook: Page 34 - 38**

**Participant Workbook: Advantage Communication Cheat Sheets on Page 40-46**

# SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into 3 Advantage groups – assign speaker/scribe.
- Each group will be assigned 2 Advantages.
- Prepare a pitch for a prospective client using your assigned Advantages demonstrating how, How to Fascinate® is the perfect solution to their problem.

Your prospective client has been having issues with employee engagement due to numerous change initiatives. Employees are feeling disconnected from their work and team. Silos are forming and customers are starting to be impacted negatively. As an FCA you know that the HTF system can connect people back to their objectives, improve communication and ultimately get things back on track. You're preparing to pitch your How to Fascinate® program to your client.

# USING YOUR ASSIGNED ADVANTAGE:

- How would you pitch the value of the HTF system?
- Highlight key characteristics that this Advantage would demonstrate.
- Write a 2 – 3 sentence pitch using your Advantage.

Craft a pitch using your Fascinate Advantage.

Assign a speaker/scribe – capture script in Google doc.

# ADVANTAGE BREAK OUT GROUPS

Group 1	Group 2
Passion + Mystique + Trust	Power + Alert + Innovation
Betty Maria Jennifer	Sarah Vivian Lauri



# EXAMPLE - PRESTIGE

THE LANGUAGE OF EXCELLENCE

RESPECTED, AMBITIOUS, RESULT-ORIENTED

PEOPLE WITH PRIMARY PRESTIGE EARN **RESPECT** BY  
SETTING **HIGH STANDARDS**.

# EXAMPLE - PRESTIGE

When using the Prestige Advantage to communicate be sure to:

- Present a clear reward.
- Focus on how the solution is what's hot and present compared to the competition.
- Surprise by elevating the bar, deliver an outstanding first impression and set higher standards.
- Be sure to make them look good.
- Show better than expected results.
- Exceed expectation.

# SAMPLE PITCH USING PRESTIGE

You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what's really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that's connected to a common goal, working together collaboratively and cooperatively.

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.**

Our clients have seen **better than expected results,** even those with world class employee engagement saw an **increase in their scores** after the How to Fascinate system was brought in. Fascinate has been delivered to organizations like **Cisco, GE, AT&T and Intel.** Yes, it's the newest and most innovative communication assessment out there – but its one that's been built reputation on of trusted experts, principle and purpose.



# USING YOUR ASSIGNED ADVANTAGE:

- How would you pitch the value of the HTF system?
- Highlight key characteristics that this Advantage would demonstrate.
- Write a 2 – 3 sentence pitch using your Advantage.

Craft a pitch using your Fascinate Advantage.

Assign a speaker/scribe – capture script in Google doc.

# LOGISTICS AND TOOLS

# Purchasing Assessments

- HowToFascinate.com
- FCA Discount is 40%
  - Use the code: **FCA-DISCOUNT** (must be in all caps)
  - Code will take 40% off the order total
- Always use the same email that you used when taking the assessment!

# Sharing Assessments

- Login to your [HowToFascinate.com](https://HowToFascinate.com) account
- Click on “My Team Profiles”
- Click the button that says “Send Test” (you may be prompted to log in again)
- Copy and paste the invitation link into a message to your intended recipient



# Sharing Assessments

IMPORTANT! This “invitation link” can be used by anyone. Make sure to inform your recipients that the link is not to be shared.

# Accessing Reports

- Login to your HowToFascinate.com account
- Click on “My Team Profiles”
- Log in using the email address and password you entered when taking the assessment
- Click the button that says “Send Test” (you may be prompted to log in again)
- Scroll down and click the yellow button that says “View Completed Reports”

# Assessment Codes

- Perfect for large groups or events
- Code is completely customizable
- Includes one export of the assessment data for all code users
- \$150 per code + assessments
- Available for Full or Express Reports

# Assessment Codes

## Sample data export:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	first_name	last_name	email	create_date	conference_code	primary	secondary	dormant	archetype	power	trust	prestige	passion	mystique	innovation	alert
2	Jeremy	Niekamp	removed for privacy	11/12/14 13:35	FPG14	alert	innovation	prestige	The Composer	11	12	10	11	12	13	14
3	Robert	McCarthy, Jr	removed for privacy	11/12/14 6:05	FPG14	power	trust	innovation	The Guardian	14	14	14	10	14	10	14
4	CLAYTON	SHACKELFORD	removed for privacy	11/12/14 5:51	FPG14	prestige	alert	passion	The Scholar	14	12	15	7	9	12	15
5	Jeanne	Oakman	removed for privacy	11/11/14 15:48	FPG14	passion	alert	mystique	The Orchestrator	11	14	12	16	11	12	15
6	Marshall	Knox	removed for privacy	11/11/14 14:57	fpg14	passion	trust	mystique	The Beloved	9	13	9	15	5	13	12
7	Jonathan	White	removed for privacy	11/11/14 14:10	FPG14	power	mystique	passion	The Mastermind	13	9	9	5	11	11	9
8	Allac	Castillo	removed for privacy	11/11/14 13:42	FPG14	power	passion	mystique	The Ringleader	14	13	13	14	7	11	14
9	Anthony	Burks	removed for privacy	11/11/14 13:25	FPG14	power	prestige	trust	The Maestro	14	7	14	10	12	13	12
10	Mark	Hall	removed for privacy	11/11/14 12:33	FPG14	trust	mystique	passion	The Anchor	11	16	9	7	15	8	13
11	Greg	Adams	removed for privacy	10/2/14 8:51	FPG14	mystique	alert	trust	The Archer	11	9	11	10	14	12	13
12	Audrey	Joslin	removed for privacy	9/29/14 16:21	FPG14	passion	innovation	trust	The Catalyst	11	10	12	14	12	14	13
13	ThyThy	Nguyen	removed for privacy	9/29/14 14:26	FPG14	power	innovation	trust	The Change Agent	14	9	12	12	13	14	11
14	Phil	McShan	removed for privacy	9/16/14 12:29	FPG14	passion	power	trust	The Peoples Champion	15	9	15	16	10	13	12
15	Mark	Johnson	removed for privacy	9/16/14 9:03	FPG14	innovation	passion	trust	The Rockstar	11	7	11	13	13	14	8
16	Bill	Collier	removed for privacy	9/8/14 16:41	FPG14	prestige	passion	mystique	The Connoisseur	12	12	14	14	11	14	14
17	Weston	Bert	removed for privacy	8/27/14 19:59	FPG14	innovation	passion	trust	The Rockstar	12	9	13	14	13	15	10
18	Stuart	Schultz	removed for privacy	8/16/14 18:45	fpg14	innovation	passion	mystique	The Rockstar	10	10	11	14	6	16	7
19	Shannon	Schultz	removed for privacy	8/16/14 18:05	fpg14	mystique	trust	innovation	The Wise Owl	10	13	12	13	14	9	13
20	Vanessa	Goolsby	removed for privacy	8/16/14 17:49	fpg14	mystique	innovation	power	The Secret Weapon	12	13	14	14	15	15	15
21	Will	Adams	removed for privacy	8/16/14 14:24	fpg14	innovation	power	mystique	The Maverick Leader	13	12	11	13	9	14	13
22	Teri	Dunlavy	removed for privacy	8/10/14 16:25	FPG14	passion	innovation	alert	The Catalyst	15	12	15	16	12	16	12
23	Amy	Lowery	removed for privacy	8/10/14 10:50	FPG14	prestige	mystique	innovation	The Architect	9	12	15	14	15	9	13
24	Charman	Stiles	removed for privacy	8/9/14 15:04	FPG14	prestige	innovation	trust	The Avant-Garde	15	8	16	10	15	16	10
25	Evan	Carruthers	removed for privacy	8/8/14 12:42	FPG14	mystique	innovation	passion	The Secret Weapon	12	10	12	7	15	13	9
26																



# Resources

- **Fascination Laboratory Connection**
  - Private Connect Membership Facebook group (not exclusive to Advisors)
  - Monthly content: cheat sheets, ebooks & videos
- **Referral Partner Center**
  - Affiliate links
  - Email templates
  - Banners
- **Private FCA Facebook group (exclusive to Advisors)**

# Affiliate Tools

## Affiliate links:

These links use “cookies” (tracking devices) to track purchases made on [HowToFascinate.com](https://HowToFascinate.com). When your client/lead clicks on your tracking link, the cookie is inserted into their browser. When they purchase a commissionable product on [HowToFascinate.com](https://HowToFascinate.com), you are credited with a commission on the sale (40% of the order total). You have multiple Affiliate links in your Referral Partner Center. Each one leads to a different product or offer.



# Affiliate Tools

## Email templates:

You can generate email templates that already have your Affiliate link woven into the copy of the email, or you can use our templates as a starting point and build your own.

Always remember to delete the “INSERT NAME HERE” placeholder text and replace it with a real name!

# Affiliate Tools

## Banners:

Banners can be generated inside the Referral Partner Center. There are 3 different banner designs / formats to choose from. Banner designs are pre-set and cannot be customized. When you generate a banner, you will select one of your Affiliate links to embed in the banner. This means you can choose where people will go when they click on your banner.

HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

Discover your highest value with the Fascination Advantage® System

THE 49 PERSONALITY ARCHETYPES

PRODUCTION	INNOVATION	PASSION	POWER
THE ANARCHY	THE ROCKETEER	THE HAVENLY LEADER	
PASSION	THE CATALYST	THE DRAMA	THE PEOPLE CHAMPION
POWER	THE CHANGE AGENT	THE BINGLEADER	THE AGGRESSOR
PRESTIGE	THE AWAKENING CONNOISSEUR	THE VICTOR	
TRUST	THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS
MYSTIQUE	THE SECRET	THE SERTLE	THE VELE
ALERT			THE ACE

> START NOW

## Your Fascination Advantage® is an in-depth personality brand report:

- Detailed description of your unique Advantages
- Graphs and charts of your score analysis
- “Warnings” of how you could be turning people off
- The way in which you are least likely to fascinate
- Action steps and one-minute coaching
- Visual design and personalized videos

Once you purchase the assessment, you'll receive an email with your one-time-use assessment code + instructions.

Price: \$37

BUY NOW



# Affiliate Tools

## Resource Pages:

Here you can find resources like:

- Brand Standards
- Wholesale Price List
- Blank Heat Map
- Promotional Videos
- Affiliate FAQs



# Affiliate Tools

## Reports:

The Reports section of the Referral Partner Center allows you to generate reports on your commissions earned, links clicked, and subscription signups.

You will need to allow pop-ups for this site in order to use most of the report generator tools.

# FCA TRAINING TOOLBOX

- 12 full Fascinate Advantage Assessment reports.
- Marketing/branding material.
- Exclusive access to all How to Fascinate® products and offers.
- Program sample outlines for 1:1s and workshops + program evaluations.
- Power Point Presentations for group/team training (half day + full day).
- Sample `Participant Handbook` for your team training events.
- How to Fascinate® training icebreakers, games and activities.
- Sample client proposal, agreement letters, intake questionnaires.
- Immediate access to Fascination Laboratory Connection:
  - Premium content
  - Private Facebook group (Exclusive to FCAs)



# Key Contacts

- **Program Director: Finka Jerkovic**
  - [FCA@HowToFascinate.com](mailto:FCA@HowToFascinate.com)
- **Support & Purchasing: Carrie Zatar**
  - [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)
- **Legal: Ed Normand**
  - [Ed@HowToFascinate.com](mailto:Ed@HowToFascinate.com)



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

*BECOME MORE  
OF WHO YOU ARE.*