



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FASCINATE CERTIFIED ADVISOR TRAINING SESSION

PARTICIPANT WORKBOOK SESSION FOUR



TABLE OF CONTENTS

Assessments	3
Resources	5
Affiliate Tools	6
Income Potential.	8
FCA Training Toolbox.	10
Breakout Activity - Business Development Planning	11
Homework	12
Learning Reflections + Action Plan	13
Key Contacts	14

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

- HowToFascinate.com
- Blue Login button (top right corner)
- Log in using the email address and password you entered when taking the assessment
- Click the button that says “**Access My Team/Gift Assessments**” (you may be prompted to log in again)
- Copy and paste the invitation link into a message to your intended recipient

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

ACCESSING ASSESSMENT RESULTS

- HowToFascinate.com
- Blue Login button (top right corner)
- Log in using the email address and password you entered when taking the assessment
- Click the button that says “**Access My Team/Gift Assessments**” (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
***Through Aug. 31st buy 20 Complete Profiles and get 1 Custom Code free, includes 1 update and 1 export. After first free export, charge incurred for every consecutive export.*
- Available for Full or Express Reports

	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	Jeane	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	Charm	Stiles	removed for privacy	8/10/14 15:04	FPG14	prestige	innovation	trust	The Artist	15	8	16	10	15	16	10

RESOURCES

- Fascination Laboratory Connection
 - Private FCA Facebook group
 - Access to the Fascination Connection Facebook group
 - Monthly content: cheat sheets, ebooks & videos
 - Monthly live call with Sally & Team Fascinate
 - 12 Free assessments with FULL report
- Referral Partner Center
 - Affiliate links
 - Email templates
 - Banners

AFFILIATE TOOLS

AFFILIATE LINKS:

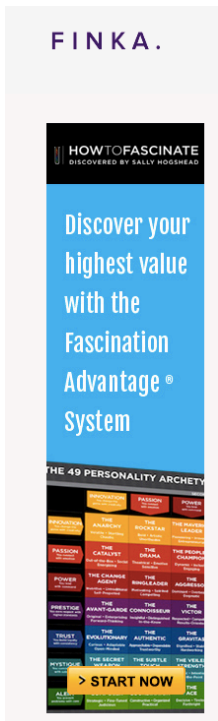
These links use “cookies” (tracking devices) to track purchases made on HowToFascinate.com. When your client/lead clicks on your tracking link, the cookie is inserted into their browser. When they purchase a commissionable product on HowToFascinate.com, you are credited with a commission on the sale (40% of the order total). You have multiple Affiliate links in your Referral Partner Center. Each one leads to a different product or offer. Cookies expire after 120 days.

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!

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.



RESOURCE PAGES:

Here you can find resources like:

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

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.

INCOME POTENTIAL: COMMISSIONS

$$\text{\$47.00} \times 40\%$$

\\$18.80

$$\text{\$18.80} \times 4$$

\\$75.20

Selling 4 FAA (full report)

$$\text{\$497} \times 40\%$$

\\$198.80

$$\text{\$198.80} \times 4$$

\\$795.20

Selling 4 UBPBs

INCOME POTENTIAL: PACKAGES

Consider packaging your own services with our products.

How this works:

- Charge your clients for the product(s) and services up front
- Purchase the products at wholesale (40% OFF)
- Deliver the products to your clients on your own timeline

*You can purchase products before receiving orders, keeping an “inventory” available
OR you can purchase products after receiving an order from your client, waiting until
you have the cash in hand.*



"I've completed the Fascination Advantage® Assessment. Now what?"

I can't tell you how many times I get asked that question. Sometimes the Fascination Advantage assessment alone is not enough. Sometimes a workshop is not enough! You know your advantages, you have some great ideas, but how on earth do you put them into action?

The Success Launch Plan for busy professionals who want results now. It's 3 hours of accelerated coaching designed to get you from A to B at rocket speed. Click the button below for more information.

Browse all of our coaching & consulting solutions:

CONSULTING



Personal Brand Str...

Your Anthem describes... **\$300.00**



Team Analysis and ...

Analysis of your team's... **\$1000.00**



Success Launch Pla...

3 week accelerated coaching... **\$300.00**

FCA TRAINING TOOLBOX

- 12 full Fascinate Advantage Assessment reports.
- Marketing/branding material (Affiliate site).
- Program sample outlines for 1:1s and workshops.
- A How to Fascinate® `the basics` power point presentation.
- Immediate access to Fascination Laboratory Connection :
 - Premium content
 - Private Facebook group (not exclusive to FCAs)

BREAKOUT ACTIVITY - BUSINESS DEVELOPMENT PLANNING

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.

Outline your business development plans – key highlights and action items	
What ideas, insights or feedback did you gain in your FCA breakout group?	
What are your top 3 committed action items/ priorities following the FCA training?	
How will you support each other moving forward to your next steps? Ie/Email updates, set up a check in call, follow-up and follow-through.	

HOMEWORK

To get the most out of your learning experience put what you`ve learned into action immediately.

<p>Take action on your FCA business development plan.</p>	
<p>Partner up! Set up a FCA check-in.</p>	
<p>Practice Anthem Building with at least 5 clients, within 3 of completing training.</p>	

LEARNING REFLECTIONS + ACTION PLAN

STEPS I WILL TAKE AFTER THIS SESSION TO LIVE MY ANTHEM

What are your top 3 learnings from today?

1)

2)

3)

What's one thing you will do differently as a result of what you learned today?

What's the one thing you will put into practice/action after today?

KEY CONTACTS

- **Program Director: Finka Jerkovic**
 - FCA@HowToFascinate.com

- **Support & Purchasing: Carrie Zatar**
 - Hello@HowToFascinate.com

- **Legal: Ed Normand**
 - Ed@HowToFascinate.com

- **Content & Email Marketing: Jose Yantas**
 - Jose@HowToFascinate.com

THE LEGAL STUFF...

No amendments, alterations or changes may be made to this document or the underlying Fascination Advantage® assessment without first obtaining the express written permission of How To Fascinate or Sally Hogshead.

Fascination Advantage®, Discover How The World Sees You®, and How To Fascinate® are registered trademarks of How To Fascinate and/or Sally Hogshead. One-Hour Personal Brand, Ultimate Personal Brand, and each of the 7 Fascination Advantages, and the 49 Fascination Advantage® Archetypes are trademarks of How To Fascinate and/or Sally Hogshead. All other trademarks and copyrights are property of their respective owners.

Copyright © 2012-2016 How To Fascinate and Sally Hogshead. All Rights Reserved. Reproduction is prohibited without express permission of How To Fascinate or Sally Hogshead.