



FASCINATE

CERTIFIED ADVISOR





Welcome to the

FASCINATE CERTIFIED ADVISOR TECH TRAINING

Monday August 29th



INTRODUCE YOURSELF

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



TECH DETAILS

- Google Docs demo

BREAKOUT GROUP

- Small group `get to know` 😊.
- 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.



FINKA JERKOVIC

FCA PROGRAM DIRECTOR

Facilitator + Trainer

THE TRENDSETTER

INNOVATION + PRESTIGE

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 more powerful relationships
- Increase influence and impact
- Improve communication
- Increase team effectiveness

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

Open Hours Call In

Homework

LIVE TRAINING – WEEK 1

Session 1

Monday August 29th
5:00-6:00EDT

Tech Training

- Run a system check and verify technology is set up and ready to go.
- Test run your audio, video and system speed.
- Learn and do a dry run of the tech workshop tools.

Session 2

Wednesday August 31st
5:00-7:00EDT

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 September 2nd
5:00-7:00EDT

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 September 5th
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 September 7th
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 September 9th
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.



OPEN HOURS

- A 60 mins Q & A session after each training session.
- Attendance is optional.
- Session`s will be recorded.

REMINDERS

- ✓ Pre-Training Survey
- ✓ Complete Fascination Academy Use code “FCA”
- ✓ 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
- ✓ Confirm Your Mailing Address at carrie@howtofascinate.com

WHAT`S NEXT

- ✓ Introduce yourself in our special FB FCA August 2016 Training Group.
- ✓ Have your Fascinate Advantage Assessment handy.
- ✓ Program Materials Week 1 – bring to each session.
- ✓ Program Materials Week 2 – in your inbox Wednesday Aug 31st.
- ✓ See you Wednesday August 31, 5:00pm (EDT).
- ✓ All FCA Training Materials (presentations and recorded sessions) will be posted into your Fascinate Account.