



# FASCINATE

## CERTIFIED ADVISOR





Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 6

Friday February 17<sup>th</sup>



# AGENDA/OBJECTIVES

- Understand how to use the Fascinate Affiliate tools.
- Access to FCA Toolkit + Resources
- Create a personalized Fascinate business development plan.

# Logistics

## Affiliate Tools + Resources

# 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  | 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 | 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 |            |              |                     |                |                 |            |            |            |                      |       |       |          |         |          |            |       |

# WEB DEMO

# 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. 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.



# Affiliate Tools

## Email templates:

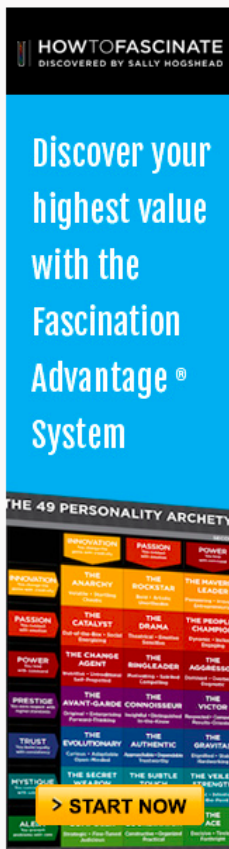
You can generate email templates that already have your Affiliate link woven into the copy of the email, or you can use our templates as a starting point and build your own.

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.



## 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.

# Income Potential: Commissions

$$\$47.00 \times 40\%$$

-----

\$18.80

$$\$18.80 \times 4$$

-----

\$75.20

*Selling 4 FAA (full report)*

$$\$497 \times 40\%$$

-----

\$198.80

$$\$198.80 \times 4$$

-----

\$795.20

*Selling 4 UPBP*

# 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.*

# Personalized Coaching



**"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.
- 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)

# WEB DEMO

# 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)



A vertical decorative bar on the left side of the slide, consisting of seven horizontal segments of different colors: yellow, orange, red, dark red, purple, blue, and teal. Each segment has a white arrowhead pointing to the right.

If you were a Super Hero –  
Who would you be?

# 49 MARVEL PERSONALITY ARCHETYPES

SECONDARY ADVANTAGE

HOW TO FASCINATE  
DISCOVER YOURSELF THROUGH  
THE SCIENCE OF FASCINATION

PRIMARY ADVANTAGE

|   | <b>INNOVATION</b><br>You change the game with creativity                                       | <b>PASSION</b><br>You connect with emotion  | <b>POWER</b><br>You lead with command  | <b>PRESTIGE</b><br>You earn respect with higher standards                                   | <b>TRUST</b><br>You build loyalty with consistency  | <b>MYSTIQUE</b><br>You communicate with substance                                      | <b>ALERT</b><br>You prevent problems with care   |
|---|--|---|--|---|---|--|--|
| <b>INNOVATION</b><br>You change the game with creativity  | <b>THE ANARCHY</b><br><b>Loki</b><br>Volatile<br>Startling<br>Chaotic                          | <b>THE ROCKSTAR</b><br><b>Iron Man</b><br>Bold<br>Artistic<br>Unorthodox                  | <b>MAVERICK LEADER</b><br><b>Luke Cage</b><br>Pioneering<br>Irreverent<br>Entrepreneurial  | <b>THE TRENDSETTER</b><br><b>The Wasp</b><br>Cutting-Edge<br>Elite<br>Progressive           | <b>THE ARTISAN</b><br><b>Star-Lord</b><br>Deliberate<br>Thoughtful<br>Flexible            | <b>THE PROVOCATEUR</b><br><b>Black Widow</b><br>Clever<br>Adept<br>Contemporary        | <b>THE QUICK-START</b><br><b>Jamie Madrox</b><br>Prolific<br>Thorough<br>Diligent            |
| <b>PASSION</b><br>You connect with emotion                | <b>THE CATALYST</b><br><b>Spider-Man</b><br>Out-of-the-Box<br>Social<br>Energizing             | <b>THE DRAMA</b><br><b>J Jonah Jameson</b><br>Theatrical<br>Emotive<br>Sensitive          | <b>PEOPLE'S CHAMPION</b><br><b>Hawkeye</b><br>Dynamic<br>Inclusive<br>Engaging             | <b>THE TALENT</b><br><b>Human Torch</b><br>Expressive<br>Stylish<br>Emotionally-Intelligent | <b>THE BELOVED</b><br><b>The Thing</b><br>Nurturing<br>Loyal<br>Sincere                   | <b>THE INTRIGUE</b><br><b>Daredevil</b><br>Discerning<br>Perceptive<br>Considerate     | <b>THE ORCHESTRATOR</b><br><b>Wolverine</b><br>Attentive<br>Dedicated<br>Efficient           |
| <b>POWER</b><br>You lead with command                     | <b>THE CHANGE AGENT</b><br><b>Red Hulk</b><br>Inventive<br>Untraditional<br>Self-Propelled     | <b>THE RINGLEADER</b><br><b>Magneto</b><br>Motivating<br>Spirited<br>Compelling           | <b>THE AGGRESSOR</b><br><b>Thanos</b><br>Dominant<br>Overbearing<br>Dogmatic               | <b>THE MAESTRO</b><br><b>King T'Challa</b><br>Ambitious<br>Focused<br>Confident             | <b>THE GUARDIAN</b><br><b>Thor</b><br>Prominent<br>Genuine<br>Sure-Footed                 | <b>THE MASTERMIND</b><br><b>Namor</b><br>Methodical<br>Intense<br>Self-Reliant         | <b>THE DEFENDER</b><br><b>Dr. Strange</b><br>Proactive<br>Cautious<br>Strong-Willed          |
| <b>PRESTIGE</b><br>You earn respect with higher standards | <b>THE AVANT-GARDE</b><br><b>Mr. Fantastic</b><br>Original<br>Enterprising<br>Forward-Thinking | <b>THE CONNOISSEUR</b><br><b>Storm</b><br>Insightful<br>Distinguished<br>In-the-Know      | <b>THE VICTOR</b><br><b>Nick Fury</b><br>Respected<br>Competitive<br>Results-Oriented      | <b>THE IMPERIAL</b><br><b>Dr. Doom</b><br>Arrogant<br>Cold<br>Superior                      | <b>THE BLUE CHIP</b><br><b>Invisible Woman</b><br>Classic<br>Established<br>Best-In-Class | <b>THE ARCHITECT</b><br><b>Iron Fist</b><br>Skillful<br>Restrained<br>Polished         | <b>THE SCHOLAR</b><br><b>Dr. Bruce Banner</b><br>Intellectual<br>Disciplined<br>Systematic   |
| <b>TRUST</b><br>You build loyalty with consistency        | <b>THE EVOLUTIONARY</b><br><b>The Beast</b><br>Curious<br>Adaptable<br>Open-Minded             | <b>THE AUTHENTIC</b><br><b>Nightcrawler</b><br>Approachable<br>Dependable<br>Trustworthy  | <b>THE GRAVITAS</b><br><b>Captain Britain</b><br>Dignified<br>Stable<br>Hardworking        | <b>THE DIPLOMAT</b><br><b>Professor X</b><br>Levelheaded<br>Subtle<br>Capable               | <b>THE OLD GUARD</b><br><b>The Watcher</b><br>Predictable<br>Safe<br>Unmovable            | <b>THE ANCHOR</b><br><b>Captain Mar-vell</b><br>Protective<br>Purposeful<br>Analytical | <b>THE GOOD CITIZEN</b><br><b>Captain America</b><br>Principled<br>Prepared<br>Conscientious |
| <b>MYSTIQUE</b><br>You communicate with substance         | <b>THE SECRET WEAPON</b><br><b>War Machine</b><br>Nimble<br>Unassuming<br>Independent          | <b>THE SUBTLE TOUCH</b><br><b>Victoria Hand</b><br>Tactical<br>Self-Sufficient<br>Mindful | <b>VEILED STRENGTH</b><br><b>Silver Surfer</b><br>Realistic<br>Intentional<br>To-the-Point | <b>THE ROYAL GUARD</b><br><b>Black Bolt</b><br>Elegant<br>Astute<br>Discreet                | <b>THE WISE OWL</b><br><b>The Vision</b><br>Observant<br>Assured<br>Unruffled             | <b>THE DEADBOLT</b><br><b>Ultron</b><br>Unemotional<br>Introverted<br>Concentrated     | <b>THE ARCHER</b><br><b>Cable</b><br>On-Target<br>Reasoned<br>Pragmatic                      |
| <b>ALERT</b><br>You prevent problems with care            | <b>THE COMPOSER</b><br><b>Cyclops</b><br>Strategic<br>Fine-Tuned<br>Judicious                  | <b>THE COORDINATOR</b><br><b>Falcon</b><br>Constructive<br>Organized<br>Practical         | <b>THE ACE</b><br><b>Bucky Barnes</b><br>Decisive<br>Tireless<br>Forthright                | <b>THE EDITOR-IN-CHIEF</b><br><b>Nova (Rich Rider)</b><br>Productive<br>Skilled<br>Detailed | <b>THE MEDIATOR</b><br><b>Phil Coulson</b><br>Steadfast<br>Composed<br>Structured         | <b>THE DETECTIVE</b><br><b>Maria Hill</b><br>Clear-Cut<br>Accurate<br>Meticulous       | <b>THE CONTROL FREAK</b><br><b>Norman Osborn</b><br>Compulsive<br>Driven<br>Exacting         |

# Fascinate Business Development Planning



# HOMework DEBRIEF - OBJECTIVE

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.

# BREAK OUT ACTIVITY


- Share your business development plan
- Offer feedback, tips, ideas, advice
- Establish support partnerships
- Post in Google doc: What activities will you focus on immediately after the training? In your breakout rooms, discuss and post your top 1-3 action items.

# HOMEWORK

1. Implement your How to Fascinate® business development plan.
2. Complete your Affiliate paperwork/appropriate tax forms.
3. Complete Fascinate Advisor Certification Evaluation
4. Check out FCA Toolkit!

# END OF TRAINING RECAP

- 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



What are you taking away?



**“The most powerful way to empower  
someone is to show them their own  
highest value”**

**Sally Hogshead**