

# Fascinate Certified Advisor Training Program Overview

## Is certification right for me?

Certification is for coaches, trainers, managers and entrepreneurs who are passionate about sharing the Fascination Advantage® system. We cover advanced fascination concepts, how to profit from sharing the assessment, and much more.

If you are already sharing the assessment with clients or coworkers or using it with teams and groups, then this is the program for you.

## Why should I become certified?

Aside from the chance to train with our top-notch trainer, certification comes with lots of other benefits:

- 40% commission on product sales
- Digital resources available to Certified Advisors only
- Free membership to our Connect community (*\$1,164 value*)
- First access to new products
- Access to an archive of more than 30 cheat sheets, eBooks, video and audio files
- Access to a private forum where others give advice and share experiences using the Fascination Advantage system in their business or organization

## What makes this certification stand out?

It's BOLD-- Our non-traditional training format will help you think critically about your business or organization. We don't follow a strict agenda, and we encourage group discussion activities to facilitate learning and networking on a deeper level.

It's ENTREPRENEURIAL-- We give you the basic tools you need to implement the science of fascination with your clients and team members. Then, we get out of the way! Our program is designed with a DIY philosophy to encourage innovation and constant improvement. Kaizen, baby!

It's based on WORLD-RENOWNED principles-- My decades of experience building campaigns for the world's most loved brands (Nike, Coca Cola, Mini Cooper, Godiva...) are applied to YOUR marketing. I teach you how to build a fascinating message, and how to stand out in your market.



## What is taught at certification training?

- At training, you will learn:
- Advanced fascination principles and nuances
- How to access and profit from our suite of products
- How to use the assessment within your organization
- How to grow your organization around your team's Advantages
- How to use an Anthem to market yourself, your clients, or your business

## 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.

## What's the cost?

Certification is \$2995 and it's totally worth every penny.

This investment includes the benefits (see the list above), and to keep your certification active, there is an annual renewal of just \$295 per year--less than half the cost of your free membership!

## PROGRAM OVERVIEW

Here's a summary of dates, times and the details of what each training session will cover

September 2016 – Dates and Learning Details						
Date	Monday September 19	Wednesday September 21	Friday September 23	Monday September 26	Wednesday September 28	Friday September 30
Time	5:00 – 6:00PM EDT	5:00– 7:00 EDT	5:00– 7:00 EDT	5:00– 7:00 EDT	5:00– 7:00 EDT	5:00– 7:00 EDT
Open Hours Q&A (Optional)	6:00 – 6:30PM EDT	7:00-8:00 EDT	7:00-8:00 EDT	7:00-8:00 EDT	7:00-8:00 EDT	7:00-8:00 EDT
Topic	Tech Training	Fascinate Overview	Anthem Builder	Fascinate with Teams	How to Fascinate® Products + Offers	How to Fascinate® Tools + Resources
What you`ll learn	<ul style="list-style-type: none"> <li>Run a system check and verify technology is set up and ready to go.</li> <li>Test run your audio, video and system speed.</li> <li>Learn and do a dry run of the tech workshop tools.</li> </ul>	<ul style="list-style-type: none"> <li>Explain how the Fascination Advantage system works.</li> <li>Describe the characteristics of each Fascination Advantage.</li> <li>Apply the Fascination Advantages to real client/work situations.</li> <li>Recognize communication “red flags” and how to avoid them.</li> </ul>	<ul style="list-style-type: none"> <li>Have the words to describe your distinct value.</li> <li>Create your personality tagline using the Fascinate Anthem method.</li> <li>Get hands on, practical experience using Fascinate Anthem Brand Builder.</li> </ul>	<ul style="list-style-type: none"> <li>Apply the How to Fascinate® system to teams to identify a Team Fascinate Advantage.</li> <li>Build a `Heat Map` to visually describe the Advantages of a team.</li> <li>Analyze a team’s advantage, weakness, blind spots and opportunities.</li> <li>Identify how a team is most and least likely to solve problems, deal with conflict and achieve results.</li> </ul>	<ul style="list-style-type: none"> <li>Describe `How to Fascinate®` competitive advantage.</li> <li>Explain the various How to Fascinate® product offerings.</li> <li>Learn how to create the perfect How to Fascinate® sales pitch.</li> </ul>	<ul style="list-style-type: none"> <li>Understand how to use the Fascinate Affiliate tools.</li> <li>Learn how to integrate the How to Fascinate® system into your current coaching and/or training programs.</li> <li>Construct a Fascinate program/coaching client outline.</li> <li>Create a personalized Fascinate business development plan.</li> </ul>
Live attendance is required to each session. All training sessions will be recorded for your future viewing.						
After each training session there will be an `Open Hours` Q & A. Attendance is optional for this component. Please note that these sessions will be recorded for your future viewing.						