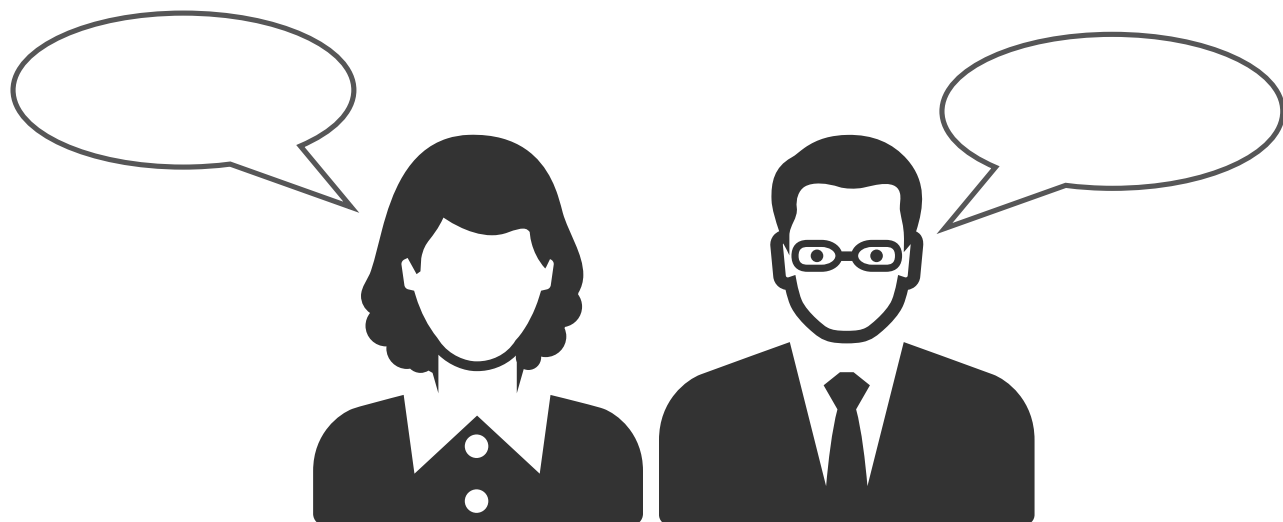




HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION

*FASCINATE PITCH + PRODUCTS TRAINING SESSION*



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## HOW TO FASCINATE FOUNDATION

### Expertise: Sally Hogshead

The Fascinate system was developed by world-class branding leader, Sally Hogshead. At the age of 24, Sally was the most award-winning copywriter in the U.S., and soon after, opened her first ad agency in LA. She went on to lead national campaigns for brands such as Nike, BMW, Coke, Target, Godiva, Ikea, and MINI Cooper. In August 2015, Sally was selected as one of the World's Top 10 Brand Gurus. During her decade of creating headlines and taglines, Sally discovered a shortcut to the communication process... a way to quickly find the perfect words to describe a brand's key valuable benefits. By 2009, she had unlocked a way to apply this same system to individuals. For decades, focus groups have helped companies predict what type of message will fascinate a target audience. Sally realized she could do the same for individuals. Drawing upon her branding principles, she created a method to predict each person's style of communication that will get the best response in a listener. The resulting algorithm identifies a person's most engaging mode of communication.

### Research

Kelton Research is a global public opinion company, leading research with more than thirty of the Fortune 100(c) corporations, including McDonald's, Target, and Pepsi. Twice it has been named "fastest-growing market research consultancy" by Inc. magazine. Kelton led Sally's deep-dive analysis of 1,059 Americans on fascination. The survey included questions on the relationship between fascination and decision making regarding:

- Brand choices, Careers, Relationships, Personal branding
- We studied the ways in which fascination can be a shortcut to persuasion, and the ROI of making a brand, or your personality, more fascinating.
- The Kelton Fascination Study sought to determine things like:
  - How much fascination is worth in terms of dollars
  - How much more people are willing to pay for fascinating products
  - Which employees are most engaged and engrossed at work
  - How leaders can fascinate their employees
  - What exactly determines if a message, or product, is fascinating

- What behaviors and actions people exhibit when they are fascinated
- The resulting research offers a breadth and depth of insight (a four-inch-thick binder of exceedingly small type, to be exact).

### **Data – Over one million people**

The system is based on studies with over 700,000 professionals, in a range of industries and departments, including over a thousand C-level executives. The findings have been published in 14 languages.

### **World Class Clients**

The Fascinate system is currently active inside hundreds of corporations, including Twitter, Fedex, NASA, Panera, IBM, Cisco, National Department of Health, AutoTrader, Starbucks, National Transportation Bureau, YMCA, CitiBank, The Home Department of the UK, and Whole Foods. For three years, the system has been taught in the New York University curriculum.

### **Media Recognition**

In 2014, Sally Hogshead and HarperCollins published this system inside the book, *How the World Sees You: Discover Your Highest Value Through the Science of Fascination*. It debuted at #1 on the Wall Street Journal and #2 on New York Times. The book's message of optimism speaks to both business leaders and individuals; the book was simultaneously named Book of the Month for IBM, as well as a top pick on Oprah.com. The system has been featured in a BBC special with 1,000,000 viewers.

### **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.

## WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?

**Our system is based on branding, rather than psychology.**

Applies the fundamentals of marketing to you as a way to illuminate your most positive qualities.

**We identify communication patterns, rather than personality traits.**

They give you a psychological evaluation. We give you tools for attention-getting communication.

Fascinate names the 7 different languages in which you communicate. It shows you the 2, you communicate at your best. Where you are more likely to add value, influence, win and experience success.

**We tell you how the world sees you, rather than how you see the world.**

This is not a test built on psychology; it's built on branding. Just as a brand communicates to consumers, you communicate to listeners. Our algorithm measures how others are most likely to perceive you, based on the patterns of signals and cues that you communicate.

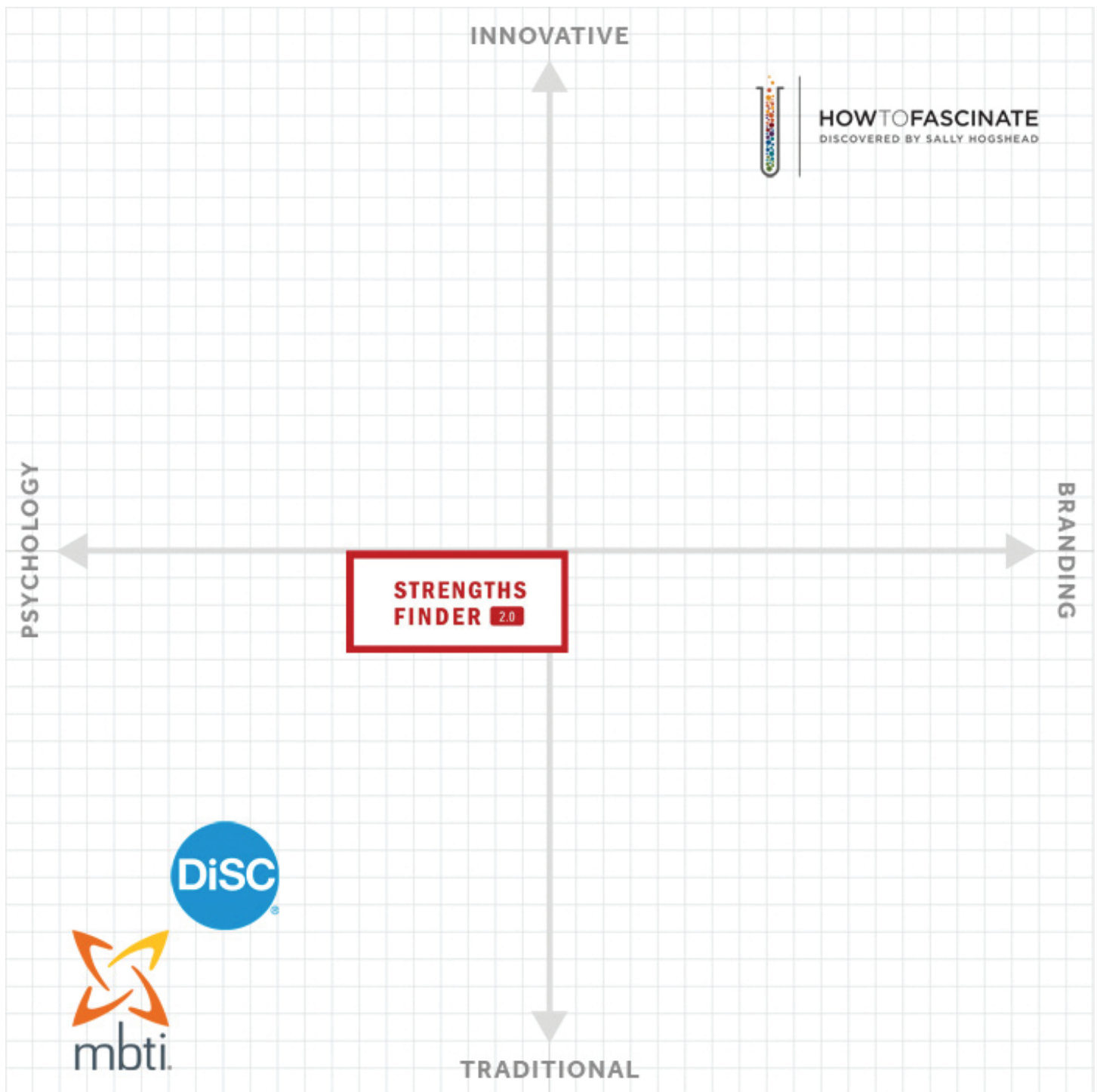
**Instead of focusing on strengths, we uncover how each person is different and uniquely suited to excel in a “specialty.”**

Remember the research done on the 100,000 successful leaders and business owners. They brought a specific specialty and they overdelivered and excelled in that area. Everyone has strengths. When we compete on strengths, we will always have someone on your coat tails to outwit, outplay or out do you. You no longer need to play that game with HTF – its about about differences. When you`re different, you eliminate competition in the equation.

**Instead of fixing people, we highlight what people are already doing right.**

They diagnose. We inspire.

## DISTINCTION MAP



## APPLY THE 7 ADVANTAGES

Objective for this Activity:

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

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 purpose, 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 each Advantage.

To give you a short cut. Refer to page 11 – 17 in this workbook for the Fascinate Advantage communication do's and don'ts.

## Applying the Advantages - Sample

<p><b>Script Starter:</b></p>	<p>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.</p>
<p><b>Advantage:</b></p>	<p>Prestige</p>
<p><b>Key Advantage Characteristic Highlights:</b></p>	<ul style="list-style-type: none"> <li>■ Present a clear reward.</li> <li>■ Focus on how the solution is what’s hot and present compared to the competition.</li> <li>■ Surprise by elevating the bar, deliver an outstanding first impression and set higher standards.</li> <li>■ Be sure to make them look good.</li> <li>■ Show better than expected results.</li> <li>■ Exceed expectation.</li> </ul>
<p><b>2 – 3 sentence pitch using this Advantage</b></p>	<p>I can show you how the Fascinate system will <b>improve employee engagement, build team collaboration and help you exceed your company goals.</b> Your employee’s will be <b>recognized for their unique Advantage and give you more of their best.</b> Once you learn your Team Advantage you’ll <b>recognize your teams strengths,</b> identify hidden patterns and tap into your teams Advantages to become <b>more productive and efficient.</b></p> <p>Our clients have seen <b>better than expected results,</b> even those with world class employee engagement saw an <b>increase in their scores</b> after the How to Fascinate system was brought in. Fascinate has been delivered to organizations like <b>Cisco, GE, ATT and Intel.</b> 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.</p>



**Applying the Advantages - Worksheet**

<p><b>Script Starter:</b></p>	<p>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.</p>
<p><b>Advantage:</b></p>	
<p><b>Key Advantage Characteristic Highlights:</b></p>	
<p><b>2 – 3 sentence pitch using this Advantage</b></p>	

## 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  
HIGH STANDARDS

**ALERT**

PRECISE DETAIL MANAGER

**INNOVATION**

UNTRADITIONAL  
PROBLEM-SOLVER

**TRUST**

STABLE, RELIABLE PARTNER

## INNOVATION: LANGUAGE OF CREATIVITY

### Who are they?

Innovative – Independent – Creative – Irreverent - Entrepreneurial

#### Do's

- Do generate fresh and inventive solutions.
- Do think unconventionally.
- Do give space for autonomy.
- Do allow freedom to make decisions, room to flex creativity and brainstorm.
- Do encourage exploring alternative ideas and new techniques.
- Do focus development vs execution.
- Do emphasize the big picture vs the details.
- Do turn the humdrum into something that's unique and out of the box.
- Do create new ways of doing things.
- Do experiment.

#### Don'ts

- Don't put limitations.
- Don't allow for rigid boundaries
- Don't be a linear thinker.
- Don't gravitate to traditional approaches with proven history .
- Don't focus on the planning process.
- Don't demand strict process and discipline.
- Don't accept thinking the way it's been done as the way it should be done.

## PASSION: LANGUAGE OF EMOTION

### Who are they?

Expressive – Intuitive – Dynamic – Warm- Devoted

#### Do's

- Do create an experience of emotion and feeling.
- Do attract with warmth and closeness.
- Do connect with emotion.
- Do build a feeling into your message.
- Do connect head to heart.
- Do communicate expressively.
- Do use colorful language and humour.
- Do bring a participatory style by engaging others.
- Do tap into the need of human connection.
- Do encourage others to engage.

#### Don'ts

- Don't rely on hard facts and opinions.
- Don't bank on logic or sensibility to close the deal.
- Don't sell on utility and function.
- Don't bring data, instruction manuals or more product descriptions.
- Don't be dull and boring.
- Don't speak in a monotone voice.
- Don't expect a rational decision maker.

## POWER: LANGUAGE OF AUTHORITY

### Who are they?

Confident – Influential – Opinionated - Goal Oriented - Decisive

#### Do's

- Do focus on goals and plans.
- Do show how your idea commands respect.
- Do show how your solution gets to end state and goal.
- Do show time efficiency.
- Do confront the problem head on.
- Do take care of issues as soon as they arise.
- Do come prepared with solutions that solve.
- Do present facts and provide input.
- Do be clear and confident.
- Do inform and ensure confidence with research rigor.

#### Don'ts

- Don't focus on big ideas and not on goals and plans.
- Don't show affection over respect.
- Don't slow down decision making with more information and input.
- Don't go into analysis, paralysis.
- Don't beat around the bush, get straight to the point.
- Don't waste time to reach goals.

## PRESTIGE: LANGUAGE OF EXCELLENCE

### Who are they?

Ambitious – Aspirational – Discerning - Detail oriented – Strong-willed

#### Do's

- Do present clear rewards.
- Do focus on details.
- Do tap into trends, what's hot and present the competition.
- Do rely on first impressions.
- Do hold yourself to a high standard.
- Do set high goals and push performance to the next level.
- Do show how your solution will elevate status.
- Do centre your message on rising up, knowing more, doing more, having more, being more.
- Do define new, higher standards.
- Do bring a plan of action.
- Do elevate the perceived value.
- Do exceed expectations.

#### Don'ts

- Don't make concessions or settle
- Don't just be good enough.
- Don't accept things as they are.
- Don't rush decision making.
- Don't harm reputation or tarnish their image.

## TRUST: LANGUAGE OF STABILITY

### Who are they?

Reliable – Familiar – Stable – Predictable - Comforting

#### Do's

- Do rely on tradition and past performance.
- Do reinforce consistency in expectations and results delivered.
- Do focus on building loyalty for decision making.
- Do offer reliable options.
- Do pay attention to detail.
- Do what you say, say what you do.
- Do put others before your interests.
- Do stick to routine.
- Do bring ideas that have been tried and worked in the past.
- Do bring a plan.

#### Don'ts

- Don't fluctuate in the way you conduct yourself.
- Don't choose innovative, new and not tested ideas or solutions.
- Don't force change.
- Don't bring spontaneity or surprises.
- Don't expect to sell on impulsive decision making.
- Don't act unpredictably.
- Don't stir up conflict.

## MYSTIQUE: LANGUAGE OF SUBSTANCE

### Who are they?

Reserved – Complex – Understated – Rational - Deliberate

Do's	Don'ts
<ul style="list-style-type: none"> <li>■ Do present data to improve decision making.</li> <li>■ Do provide analyzed facts and quantitative information.</li> <li>■ Do bring a pragmatic approach.</li> <li>■ Do stay in control of your communication style.</li> <li>■ Do bring a minimal approach, boil everything down to its essence.</li> <li>■ Do remain calm in situations of pressure.</li> <li>■ Do present facts and ideas that get to execution.</li> <li>■ Do listen and ask questions.</li> <li>■ Do present ideas in an objective, factual context.</li> <li>■ Do send a succinct message.</li> </ul>	<ul style="list-style-type: none"> <li>■ Don't over-communicate.</li> <li>■ Don't send distracting signals.</li> <li>■ Don't make them the centre of attention or in the limelight.</li> <li>■ Don't be overt or boisterous.</li> <li>■ Don't show strong emotion.</li> <li>■ Don't engage in 'chit chat' and witty banter.</li> <li>■ Don't ramble, overstate or make claims that you can't back up.</li> </ul>



## ALERT: LANGUAGE OF DETAILS

### Who are they?

Perfectionistic – Reliable – Careful - Routine-oriented - Rational

#### Do's

- Do create urgency to avoid negative consequences.
- Do define consequences associated with your message.
- Do pay attention to the details.
- Do show your solution deflecting problems and avoiding conflict.
- Do set clear expectations.
- Do use rational risks to drive action.
- Do focus on linear and logical thinking.
- Do pay attention to schedules and budgets.
- Do communicate the cost of not taking action.
- Do show what could go wrong and how to keep things on track.

#### Don'ts

- Don't instigate conflict or be controversial.
- Don't be unpredictable or colour outside the lines.
- Don't be elusive or hold back details.
- Don't be complacent or too easy going.
- Don't focus on the big picture or the 10,000 foot view.
- Don't expect impulsive or quick decisions.
- Don't engage in free-form brainstorming.

## HTF PRODUCT OFFERINGS

- Individual and small group solutions
- Large group and corporate solutions

**Many of our products will work in both small and large group scenarios.**

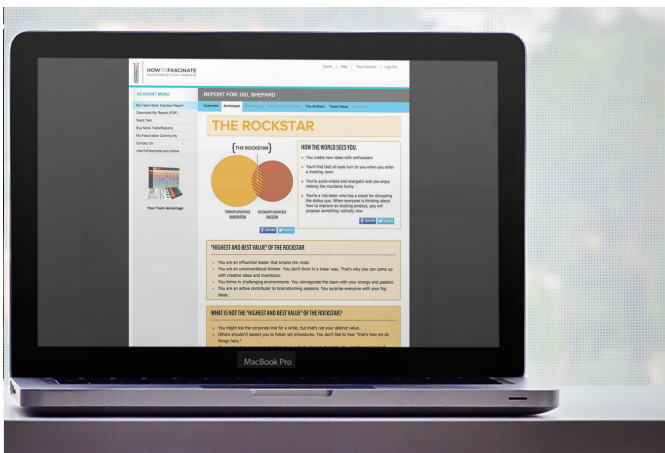
*Prices subject to change, Advisors will be notified of major price changes.*

## INDIVIDUAL & SMALL GROUP SOLUTIONS



### FASCINATION ADVANTAGE<sup>®</sup> ASSESSMENT (FAA)

- Communication profile
- Based on marketing
- Great add-on to MBTI, DiSC, Strengths Finder, etc.



### FASCINATION ADVANTAGE<sup>®</sup> EXPRESS (FAE)

- Great lead generator
- Perfect for prospects



### ONE-HOUR PERSONAL BRAND<sup>™</sup> STRATEGY KIT (OHPB)

2 versions available:

- For professionals
- For students

# INDIVIDUAL & SMALL GROUP SOLUTIONS



## ULTIMATE PERSONAL BRAND™ PLAYBOOK (UPBP)

- 5-week course
- Perfect for coaching



## BEST TEAM EVER™ KIT (BTE)

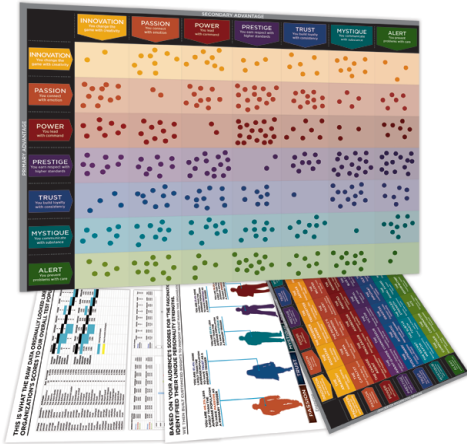
- Perfect for team building
- Includes activities and cheat sheets
- Does not include assessments



## COMPLETE FASCINATION BUSINESS SYSTEM (CFBS)

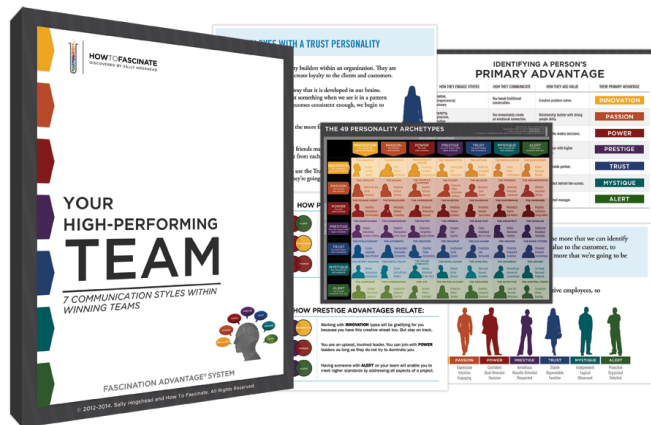
- Includes: *Your High-Performing Team & Your High-Performing Brand*
- Perfect for entrepreneurs

# LARGE GROUP & CORPORATE SOLUTIONS



## YOUR TEAM ADVANTAGE (YTA)

- Perfect for teams of 20 or more
- Includes custom analytics
- Does not include assessments



## YOUR HIGH-PERFORMING TEAM (YHPT)

- Perfect for leaders / managers
- Includes 20 assessments (with full report)



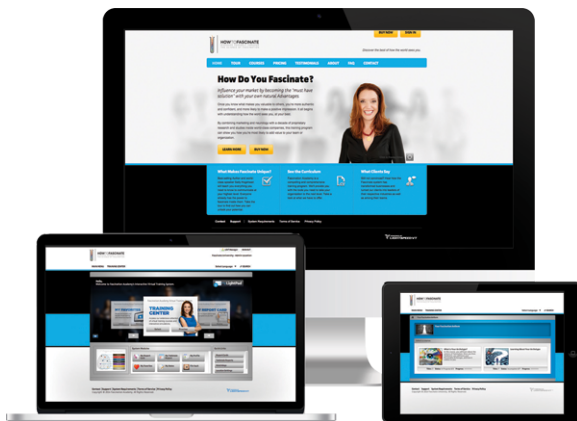
## ORGANIZATIONAL AND PUBLIC TRAINING (LIVE)

## LARGE GROUP & CORPORATE SOLUTIONS



### LEADERSHIP BUNDLE (LB)

- Perfect for leaders, managers & team building
- Includes activities and cheat sheets
- Includes 20 assessments (with full report)



### FASCINATION ACADEMY (FA)

- Personalized, interactive and on-demand
- Features Sally Hogshead
- Includes Anthem instruction
- Includes Fascination Personality test & Complete Profile

# HOW TO USE AND SELL THE FASCINATION ADVANTAGE<sup>®</sup> SYSTEM

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PRODUCT INFORMATION AND POSITIONING

## THE FASCINATION ADVANTAGE® SYSTEM

### MARKETING HIERARCHY

#### Primary points to communicate when selling Fascination Advantage products:

- Every time you communicate, you face 3 threats:
  - Competition, distraction, and commoditization
  - Your Advantages help you combat each threat so your message is heard
- This system will help you stand out in a crowded and competitive marketplace
- 9-second attention span means you have to front-load your value
- Different is better than better

#### Secondary points to communicate:

- This system will give you the words you need to make a brilliant first impression
- Using your Advantages allows you to charge more for your products and services
- Exercising your Advantages will help you become more valuable to those around you



## INDIVIDUAL AND SMALL GROUP SOLUTIONS

### FASCINATION ADVANTAGE® EXPRESS REPORT

The Fascination Advantage assessment is the entry point for all clients. The express version uses the original 28-question assessment, but limits the user's report to 6 pages. Note that the express report cannot be downloaded or printed.

#### PRODUCT POSITIONING

- Only personality assessment to measure *how the world sees you*
- Based on branding, not psychology
- Quick look at what makes you most valuable

Users with the express report are prompted to upgrade to the full version. There are automated pop-ups every 3 minutes while the user is logged into their Fascinate account, and there is a 3-email sequence that is sent to the user after they take the assessment.

#### PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/fascination-advantage-express-assessment-report/>

#### SALES PAGE FOR UPGRADE TO FULL REPORT:

<http://howtheworldseesyou.com/fau/>

## FASCINATION ADVANTAGE® ASSESSMENT + REPORT

The Fascination Advantage assessment is the entry point for all clients. The full version comes with a 16-page report identifying the user's Fascination Advantage profile. This report may be saved as a PDF or printed.

### PRODUCT POSITIONING

- Only personality assessment to measure *how the world sees you*
- Based on branding, not psychology
- Identifies your natural advantages and gives you the words to describe your value
- Complete personality profile provides an in depth look into your personality

### PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/fascination-advantage-report/>

### SALES PAGE:

<http://howtheworldseesyou.com/fascination-advantage-assessment/>

## ONE-HOUR PERSONAL BRAND™ KIT

The One-Hour Personal Brand kit is an accelerated version of the original Fascination Anthem™ Builder. It provides a quick introduction to the Anthem method and philosophy, but it does not include advanced concepts such as Wellspring / Quicksand.

### THE KIT INCLUDES:

- 1 FREE Fascination Advantage Assessment with Express Report
- 30-minute video lesson from Sally Hogshead
- Interactive workbook companion

### PRODUCT POSITIONING:

- Hands-down fastest, easiest way to create an Anthem
- Perfect for grads, students and job seekers
- It's not gourmet, it's more like drive through

### SALES PAGE:

<http://onehourpersonalbrand.com/>

## ULTIMATE PERSONAL BRAND™ PLAYBOOK

*(Formerly known as the Fascination Anthem™ Builder)*

The Ultimate Personal Brand™ playbook contains five modules, dispersed over five weeks. This product is an expanded version of the One-Hour Personal Brand kit. It covers all concepts relating to the Anthem.

### THE 5-WEEK COURSE INCLUDES:

- Access to one new module each week for five weeks
- Five modules containing video, audio, and workbook content
- Scripts and templates to apply your Anthem

### PRODUCT POSITIONING:

- Most comprehensive toolkit for creating and applying an Anthem
- Perfect for coaching clients--provides five weeks of learning and activities
- Perfect for all learning styles because it includes audio, video, and written lessons

### PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/ultimate-personal-brand-playbook/>

### SALES PAGE:

<http://www.howtofascinate.com/products-and-pricing/ultimate-personal-brand-playbook/>

## COMPLETE FASCINATION BUSINESS SYSTEM

The Complete Fascination Business System is an advanced application manual for businesses of any size. It contains both Your High-Performing Team and Your High-Performing Brand.

### PRODUCT INCLUDES:

- 20 Fascination Advantage assessments (with full report)
- Five learning and application modules
- Video, audio, and workbook content
- Checklists, critical thinking exercises, practical suggestions

### PRODUCT POSITIONING:

- Perfect for business owners and entrepreneurs
- Only system that can help you develop your business using the science of fascination
- Can be downloaded and stored for continual reference
- Teaches you how to lead and manage teams more effectively
- Helps you close more deals more often with clients who are willing to pay a premium

### PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/the-complete-fascinate-system-for-business/>

## YOUR HIGH-PERFORMING TEAM

Your High-Performing Team is one part of the Complete Fascination Business System.

### PRODUCT INCLUDES:

- 20 Fascination Advantage assessments (with full report)
- Three learning and application modules
- Video, audio, and workbook content
- Checklists, critical thinking exercises, practical suggestions

### PRODUCT POSITIONING:

- Perfect for business owners or leaders / managers
- Only system that can help you develop your team using the science of fascination
- Can be downloaded and stored for continual reference
- Teaches you how to lead and manage teams more effectively

### PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/fascinate-for-teams/>

### FASCINATION ACADEMY™ VIRTUAL TRAINING

Fascination Academy is a virtual training and learning management solution. It covers background on the Fascination Advantage system and walks the user through the steps to create an Anthem. Access to the training is paid for on a subscription basis.

#### **ACCOUNT INCLUDES:**

- 1 Fascination Advantage assessment (with full report)
- Customized training videos based on your Fascination Advantage results
- Interactive video content and quizzes
- Revolving library of bonus resources

#### **PRODUCT POSITIONING:**

- Ideal for individuals looking for a complete and independent learning solution
- "Virtual training that's as individual as you are"
- Subscription provides fresh content on a regular basis

#### **SALES PAGE:**

<http://howtheworldseesyou.com/fascination-academy/>

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## LARGE GROUP AND CORPORATE SOLUTIONS

### ORGANIZATIONAL & PUBLIC TRAINING (LIVE)

Training is delivered to organizations large and small in a live, 2-day format. This training may be condensed to just one day. In order to serve your clients using our live training curriculum, you must purchase a Fascination training license.

#### STANDARD TRAINING LICENSE INCLUDES:

- 1 Facilitator's Guide
- License to train on the Fascination Advantage® system for 1 year

#### MATERIALS NOT INCLUDED IN LICENSE FEE:

- Participant workbooks

#### PRODUCT POSITIONING:

- May be used with groups as small as 10 and as large as 100
- Choose a learning objective: Sales/Customer Service or Leadership/Team Building
- Engaging, interactive curriculum



### FASCINATION ACADEMY™ VIRTUAL TRAINING

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#### ACCOUNT INCLUDES:

- 1 Fascination Advantage assessment (with full report)
- Customized training videos based on your Fascination Advantage results
- Interactive video content and quizzes
- Revolving library of bonus resources

#### PRODUCT POSITIONING:

- Ideal for organizations seeking a highly-manageable employee development program
- Employees will be more engaged and understanding of each others' differences
- Subscription provides fresh learning and application content on a regular basis

#### PRODUCT PAGE:

<http://howtheworldseesyou.com/fa/>

### BEST TEAM EVER KIT

The Best Team Ever kit is a collection of activities, discussion topics, and cheat sheets for teams. The resources included in this kit are ideal for team building.

#### THE KIT INCLUDES:

- Team discussion guide
- Group activities for teams
- Languages of Fascination chart
- "How Advantages Work Together" & "How to Read People" cheat sheet
- Presentation slides

#### PRODUCT POSITIONING:

- Great for teams of 30 or less
- Gives employees insight into their differences and encourages cooperation
- Helps reduce and prevent team conflict
- Can be used over and over again

#### SALES PAGE:

<http://howtheworldseesyou.com/best-team-ever/>

## YOUR TEAM ADVANTAGE

Your Team Advantage is a collection of custom data and analytics on an organization or group. The data is represented through info graphics, and then delivered as a PDF file.

### PRODUCT INCLUDES:

- Custom analytics and info graphics based on your group's data
- Heat map showing distribution of Fascination Archetypes within your group

### NOT INCLUDED:

- Fascination Advantage assessments

### PRODUCT POSITIONING:

- Great for groups 20 or more
- Perfect complement to a team building session or Fascinate training

### PRODUCT PAGE:

<http://www.howtofascinate.com/products-and-pricing/your-team-advantage/>

## **FIGURES OF INTEREST**

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COMMISSION INFORMATION FOR CERTIFIED ADVISORS

## MY COMMISSION RATE: 40%

### COMMISSIONABLE PRODUCTS

1. Fascination Advantage® Assessment + Report
2. Upgrade from Express Report to Full Report
3. One-Hour Personal Brand™ Kit
4. Ultimate Personal Brand™ Playbook
5. Fascination Connection Membership
6. Your High-Performing Team
7. Complete Fascination Business System

### HOW MUCH WOULD I MAKE IF I SOLD...

- 12 Fascination Advantage® Assessments @ \$37 each → \$177.60
- 6 Months Connection Membership @ \$97 each → \$232.80
- 1 Fascination Business System @ \$1497 → \$598.80

### SAMPLE SALES PLAN\*

Client Name	Employees	FAA + OHPB**	Sales	40% Comm.	MY COMMISSION
Sample Client A	10	x \$219	\$2,190.00	x 0.40	<b>\$876.00</b>
Sample Client B	20	x \$219	\$4,380.00	x 0.40	<b>\$1,752.00</b>
Sample Client C	30	x \$219	\$6,570.00	x 0.40	<b>\$2,628.00</b>
Sample Client D	40	x \$219	\$8,760.00	x 0.40	<b>\$3,504.00</b>
Sample Client E	50	x \$219	\$10,950.00	x 0.40	<b>\$4,380.00</b>
<b>TOTAL</b>					<b>\$13,140.00</b>

\* All prices are listed in USD and are subject to change

\*\* Special Package Price: Fascination Advantage® Assessment + Report & Ultimate Personal Brand™ Playbook

Send questions to: [Hello@HowToFascinate.com](mailto:Hello@HowToFascinate.com) or call: (407) 519-1071 M-F 9am-6pm ET

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