

# EMAIL TO HTF TRAINING PARTICIPANTS

## LONG FORM

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### How to Fascinate®

Ever wonder, why you're so captivated by some people and not others? What makes a company's brand memorable and have you completely forget about the rest? What is it that makes something or someone fascinating? And how can you get to be more fascinating?

How to Fascinate is the first science-based personality brand system for professionals so that you can stand out, be remembered, and add more value.

Your personality has a specific advantage that is most likely to impress and influence the person sitting on the other side of the table. Once you know what makes you valuable to others, you're more authentic and confident, and more likely to make a brilliant impression.

In the upcoming training you'll discover your Fascinate Advantage®. You'll learn to:

- Apply your Fascination Advantage® to influence others and communicate at their best.
- Leverage your Advantages and create a personal brand that stands out through your differences.
- Learn about your communication 'red flags' and how they could be turning people off.
- Describe your value in 2-3 words by creating an Anthem; also known as a personality tagline.
- Understand your team's core strengths, communication style and how as a team you're most and least likely to solve problems, deal with conflict and achieve results.

You'll walk away with a basic knowledge of the Fascination Advantage system and how to:

- Identify your top Advantage.
- Make stronger first impressions.
- Build powerful relationships.
- Leverage your Advantages to have more influence and impact.

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In preparation for the 'How to Fascinate' workshop, you'll need to complete the Fascinate Advantage Assessment. This 28 question assessment will take you less than 5 minutes to complete.

Take the assessment now:

1. Click here (**insert hyperlink**) to complete the Fascinate Advantage Assessment
2. Enter your information to set up your account and answer the assessment questions. You'll immediately receive your Fascination Advantage result.

**\*Please note: Do not forward this link/email. It's for your use only.\***

### *Reminder:*

Bring a copy of your Fascinate Advantage Assessment report to the session on **DATE**. To retrieve and print a copy, visit: [www.howtofascinate.com](http://www.howtofascinate.com) and log on (located in the top right hand corner) with the email and password you used to register.