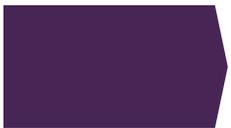




# FASCINATE

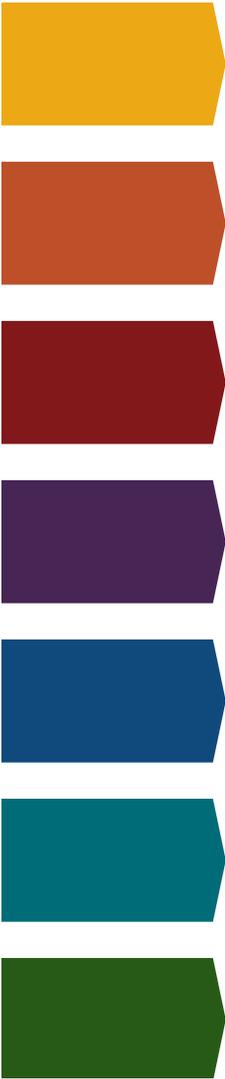
## CERTIFIED ADVISOR





Welcome to the

# **FASCINATE CERTIFIED ADVISOR AFFILIATE GUIDE**



# RESOURCES

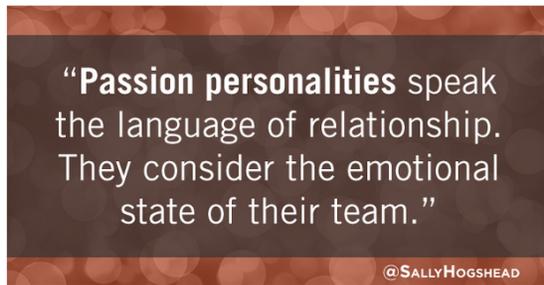
- Fascination Laboratory Connection
  - Private Facebook group (not exclusive to Advisors)
  - Monthly content: cheat sheets, eBooks & videos
  - Monthly live call with Sally & Team Fascinate
  - 12 Free assessments with FULL report

## MY CONNECT MEMBERSHIP

Welcome to the insider community Kara! Every month we select a topic to guide our community discussions. Remember to share your questions, comments and stories in the private Facebook group.

### Topic of the Month: Passion & Family

#### FEATURED SHAREABLE



Passion personalities speak the language of relationship. As leaders, they use a visceral approach to decision making and consider the emotional state of their team. Their enthusiasm builds energetic participation. Tweet this image to show your support for the Passion personalities in your life.

#### NEW CONTENT

##### NEW Advantage Slides: Passion

Available as a PowerPoint or a Keynote, these slides will help you present on Passion, the language of relationship.

##### 6 Gold Hallmarks of a Fascinating Brand

Discover what makes a brand (or idea, or message, or personality) fascinating. Get it now!

#### ARCHIVES

Premium New Content Fascination Laboratory

[Facebook.com/groups/FascinationLaboratoryConnection/](https://www.facebook.com/groups/FascinationLaboratoryConnection/)

**THE FASCINATION CONNECTION**  
BECOME INTENSELY VALUABLE TO THOSE WHO MATTER MOST

Fascination Laboratory Connection  
Closed Group

Joined | Share | Notifications | ...

Discussion | Members | Events | Photos | Files

Search this group

Write Post | Add Photo / Video | Ask Question | Add File

Write something...

PINNED POST

**Kara Werner** 😄 getting excited  
September 23 at 2:25pm · Edited

4 minutes to showtime, folks! Who's with me? 😊 Sally is about to go live and she's ready to answer YOUR questions about Passion and family. Post

MEMBERS 121 Members (3 new)

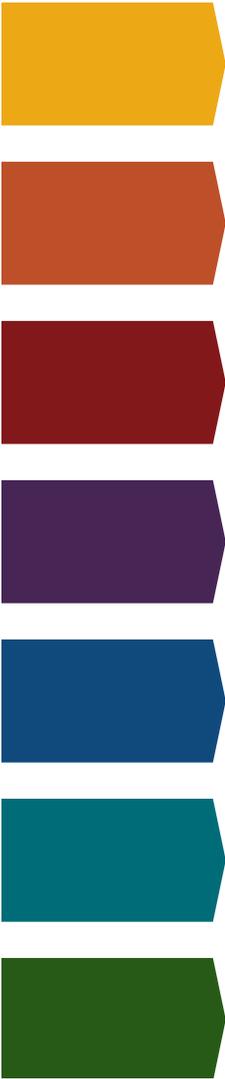
+ Add People to Group

Invite by Email

DESCRIPTION Edit  
A Fascination Laboratory "members only" gr...  
See More

[Community.HowToFascinate.com](https://www.community.howtofascinate.com)

**FASCINATE**  
CERTIFIED ADVISOR



# RESOURCES

- Referral Partner Center
  - Affiliate links
  - Email templates
  - Banners
  - Advisor-only Resources

## Referral Partner Home

-  Home
- Welcome**
- [My Profile](#)

-  Resources
- [Link Generator](#)
- [E-mail Templates](#)
- [Banners](#)
- [Resource Pages](#)

-  Reports
- [My Ledger](#)
- [Commissions Generated](#)
- [Link Tracking Stats](#)
- [Products Sold](#)
- [Subscription Signups](#)

 **Welcome, Friends!**

 You are now inside the Referral Partner Center. View tools, stats, and commission information using the left sidebar.

 **AFFILIATES:** Start sharing your tracking links! These links work by placing a cookie in the browser of anyone who clicks. Once they make a qualifying purchase, your account is credited with a 20% commission on the sale.

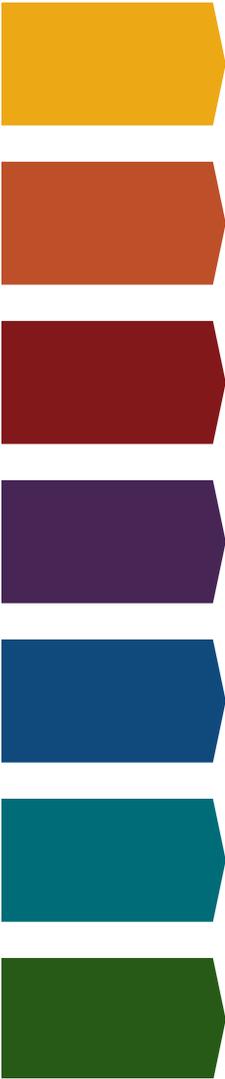
-  ■ Click "Link Generator" to view your custom tracking links.

 **FASCINATE CERTIFIED ADVISORS:** View your exclusive resources or purchase products at wholesale! Resources are continually being added to your account, so make sure to check back often. And remember: you earn a 40% commission on qualifying sales.

-  ■ Click "Resource Pages" to view your exclusive Advisor resources.

[AffiliateLogin.HowToFascinate.com](http://AffiliateLogin.HowToFascinate.com)

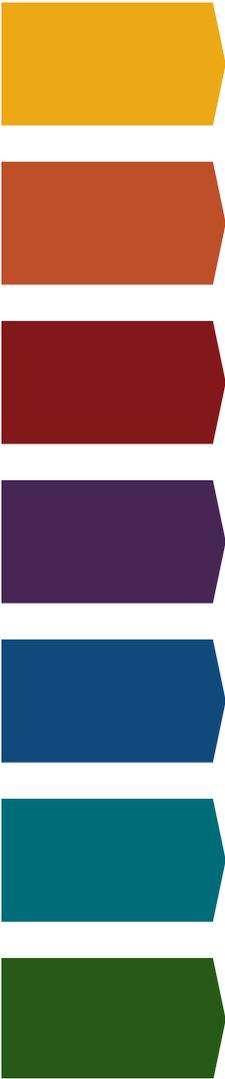
 **FASCINATE**  
CERTIFIED ADVISOR



# 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. Cookies expire after 120 days.

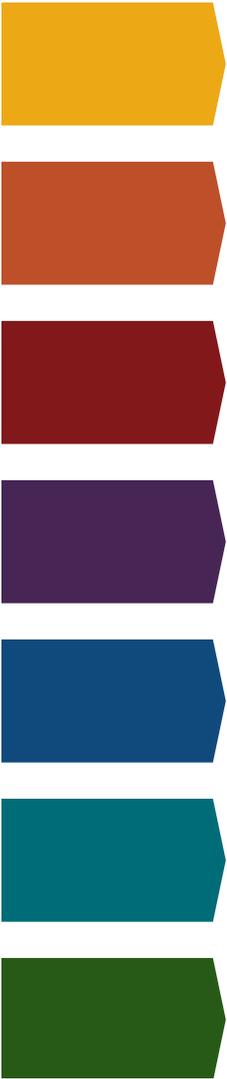


# AFFILIATE TOOLS

## 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:

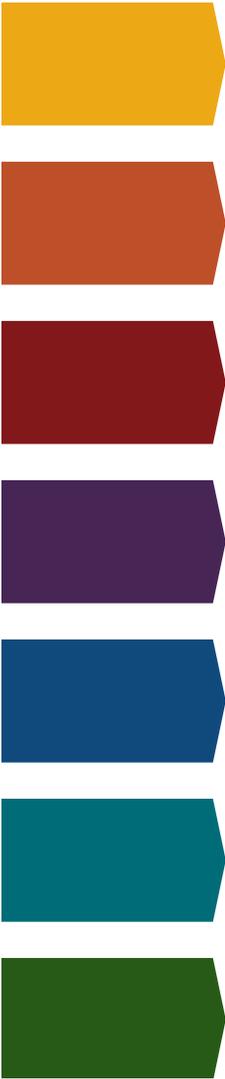
- Detailed description of your unique Advantages
- Graphs and charts of your score analysis
- “Warnings” of how you could be turning people off
- The way in which you are least likely to fascinate
- Action steps and one-minute coaching
- Visual design and personalized videos

Once you purchase the assessment, you'll receive an email with your one-time-use assessment code + instructions.

Price: \$37

BUY NOW

[Finka.ca/fascinate-advantage-assessment/](https://finka.ca/fascinate-advantage-assessment/)

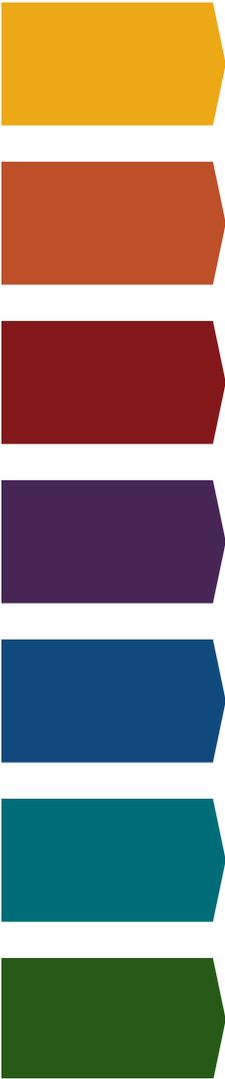


# AFFILIATE TOOLS

## RESOURCE PAGES

**Here you can find resources like:**

- Brand Standards
- Wholesale Price List
- Blank Heat Map
- Promotional Videos
- Affiliate FAQs
- Lead Registration Form

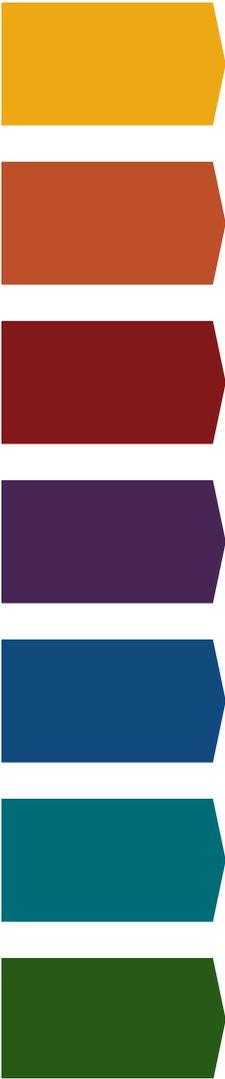


# AFFILIATE TOOLS

## 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 x 40%

-----  
\$18.80

\$18.80 x 4

-----  
**\$75.20**

*Selling 4 FAA (full report)*

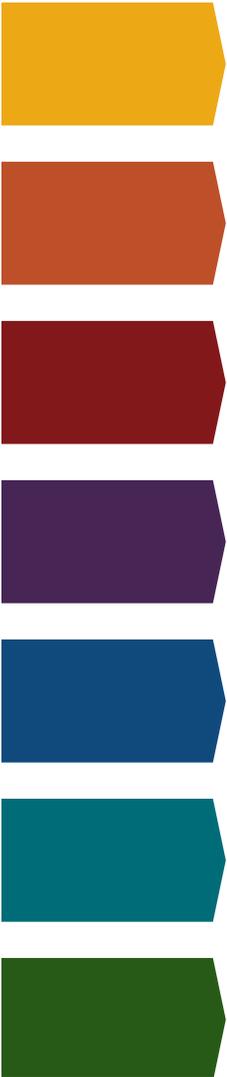
\$1,497 x 40%

-----  
\$598.80

\$598.80 x 4

-----  
**\$2,895.20**

*Selling 4 CFBS*



## 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**



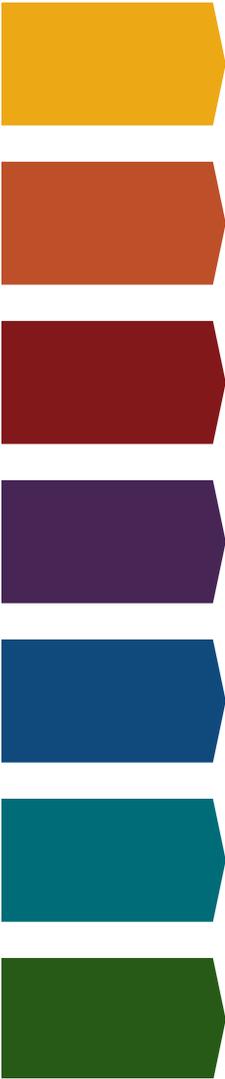
**Team Analysis and ...**  
Analysis of your team's...

**\$1000.00**



**Success Launch Pla...**  
3 week accelerated coaching...

**\$300.00**



## KEY CONTACTS

- **Program Director: Finka Jerkovic**
  - [FCA@HowToFascinate.com](mailto:FCA@HowToFascinate.com)
- **Tech Support & Purchasing: Carrie Zaatar**
  - [Hello@HowToFascinate.com](mailto>Hello@HowToFascinate.com)
- **Legal: Ed Normand**
  - [Ed@HowToFascinate.com](mailto:Ed@HowToFascinate.com)
- **Content & Email Marketing: Kara Werner**
  - [Kara@HowToFascinate.com](mailto:Kara@HowToFascinate.com)