

CERTIFICATION TRAINING

NEED TO KNOW DETAILS

TRAINING LOCATION

4551 New Broad Street, Orlando, FL 32814

Yes, this is a house! Your training takes place at the home of Sally Hogshead herself.

DAILY SCHEDULE

- 9am to 6pm
- 90-minute lunch break

Wi-Fi is available during training

Lunch is not included, but there are restaurants within walking distance

RECOMMENDED HOTEL

- Aloft Downtown Orlando

Fascinating design, valet parking only

*If hotels had an Archetype, this one would be **The Trendsetter**.*

RECOMMENDED GROUND TRANSPORTATION

- Mears Taxi

(855) 463-2776

Some attendees rent a car, but most take a taxi.

WHAT CAN I SELL?

As a Fascinate Certified Advisor, you will be licensed to use the Fascination Advantage® system when working with your clients and to resell / distribute the How To Fascinate products listed below (which you will purchase at wholesale prices or through licensing agreements).

How To Fascinate products currently available for purchase **at wholesale**:

- Upgrade from the Express Report to the Full Report
- Fascination Advantage® Assessment & Full Report
- Fascination Anthem™ Builder
- Fascination Connection Membership
- The Complete Fascination Business System
- Your High-Performing Brand
- Your High-Performing Team

All products are delivered electronically.

WHAT DO I GET AFTER I BECOME CERTIFIED?

- The ability to resell the products above—and earn a 40% commission on qualifying sales
- A one-year subscription to the Fascination Connection group (\$1,164 value)
- Exclusive training materials and worksheets (digital and print)
- Up to 50% OFF select How To Fascinate products
- A listing in the Fascinate Certified Advisor online directory
- Exclusive Advisor-only resources

WHAT IS THE COST TO BECOME CERTIFIED?

- There is a one-time fee for a one-year classification as a Fascinate Certified Advisor: \$3,000 (includes a Reservation Fee of \$250).
- After your first year, there is an annual renewal fee: Each Fascinate Certified Advisor will pay a renewal fee of \$495 per year after the first year.

HOW TO RESERVE YOUR SPOT AT A CERTIFICATION TRAINING SESSION

- Register for training here: <http://howtheworldseesyou.com/fca-yes/>
- There is a \$250 non-refundable Reservation Fee to reserve your spot.
- The remaining amount (\$2750) is due one week before your certification training.

CERTIFICATION TRAINING

Each advisor must complete the certification training in Downtown Orlando, Florida.

The certification training includes 7 areas of focus:

1. We will teach you the history of and the methodology behind the Fascination Advantage® system.
2. We will review all commissionable How To Fascinate products in detail.
3. We will give you training materials and a reference copy of *How the World Sees You*.
4. We will assist you in the creation of a personal or brand Anthem.
5. We will teach you to facilitate Anthem-building with your clients.
6. We will share our best practices in branding, sales, and personal development.
7. We will show you how to access your exclusive selling resources.

DO YOU OFFER TRAINING ANYWHERE OTHER THAN FLORIDA?

We do not currently offer certification training anywhere other than Orlando, Florida.

WHEN IS THE CERTIFICATION TRAINING?

You can view upcoming training dates here: <http://fascinationaffiliates.com/partners/certification/>

IS ADDITIONAL TRAINING OFFERED AFTER THE 2-DAY CERTIFICATION?

There are no other in-person training sessions required.

WILL SALLY HOGSHEAD BE PRESENT AT THE TRAINING?

Sally is present for at least half (one full day) of the training.

HOW DO I PREPARE FOR TRAINING?

Prior to our certification training, you will receive prep work via email. This pre-work includes the completion of Fascination Academy online training.

DO YOU TAKE A PERCENTAGE OF MY TRAINING REVENUE?

No. You charge whatever you want when using our products with your clients and keep all the money. You will buy the products listed on page 1 of this FAQ at wholesale (as needed) to resell to your clients.

WHAT OTHER COSTS ARE INVOLVED?

- You are responsible for your travel, hotel, and meals.
- Supplemental materials will be offered year-round for an additional fee.

FOR ADDITIONAL QUESTIONS, PLEASE CONTACT:

McSwain Fowler, Certification Liaison

- Email: McSwain@HowToFascinate.com
- Schedule a call: <http://meetme.so/mcswainfowler>