

# Certification Training

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## NEED TO KNOW DETAILS

Tuesday, January 13 + Wednesday, January 14\*

*\*Optional third day to film your customer Fascination Anthem™ video. See below for details!*

### Training Location:

4551 New Broad Street, Orlando, FL 32814

### Daily Schedule:

- 9am to 5pm
- One-hour lunch break

*Wi-Fi is available during training*

*Lunch is not included*

### Recommended Hotel:

- Aloft Downtown Orlando

Fascinating design, valet parking only

*If hotels had a primary advantage, this one would use **Innovation***

## Capture your Fascination Anthem™ on video!

*Win clients by featuring your high-quality Anthem video on your website.*

Stay with the How to Fascinate team for one extra day and gain access to our private filming studio and professional videographer. Includes high-quality production and editing to ensure that YOU look your best.

Cost: \$995 Email [Kara@HowToFascinate.com](mailto:Kara@HowToFascinate.com) for more information

## FAQ

### 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

- The Fascination Advantage® Assessment & Full Report
- The Fascination Anthem Builder™
- Fascination Connection Membership

All products are delivered electronically.

### What Do I Get After I Become Certified?

- You will have the ability to resell the products above—and earn a 40% commission on qualifying sales
- You will receive a one-year subscription to the Fascination Connection group (\$467 value)
- You will receive exclusive training materials and worksheets (digital and print)
- You will receive one FREE Fascination Anthem Builder™
- You will receive 40% OFF ++ select How to Fascinate products
- You will be listed in the Fascinate Certified Advisor online directory
- You will have access to exclusive Advisor-only forums
- You will have access to exclusive Advisor-only promotional 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.

## FAQ

### How to Reserve Your Spot at a Certification Training Session

- 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 in Sunny Orlando, Florida

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 the Fascination Advantage® Assessment & Report, the Fascination Anthem Builder™, and the Fascination Connection Membership 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 certification training anywhere other than Orlando, Florida?

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

### When is the certification training?

View our upcoming training schedule at [www.FascinationAffiliates.com/Partners/Certification](http://www.FascinationAffiliates.com/Partners/Certification). There is an optional third day of training to include the filming of your own **Anthem video**. Email [Kara@HowToFascinate.com](mailto:Kara@HowToFascinate.com) for more information.

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

## FAQ

### **Are There Other Training Sessions Beyond the Initial, Two-Day Certification?**

There are no other in-person training sessions required, although you may extend your training to film your promotional Anthem video. Please email [Kara@HowToFascinate.com](mailto:Kara@HowToFascinate.com) for more information.

### **Will Sally Hogshead be present at the training?**

Sally may facilitate a portion of the training, but she is not guaranteed to be present.

### **How Do I Prepare For Certification?**

Prior to our certification training, you will receive prep work via email.

### **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:**

Kara Werner, Business Development Manager  
[Kara@HowToFascinate.com](mailto:Kara@HowToFascinate.com)