



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FASCINATE CERTIFIED ADVISOR TRAINING SESSION

PARTICIPANT WORKBOOK WEEK TWO

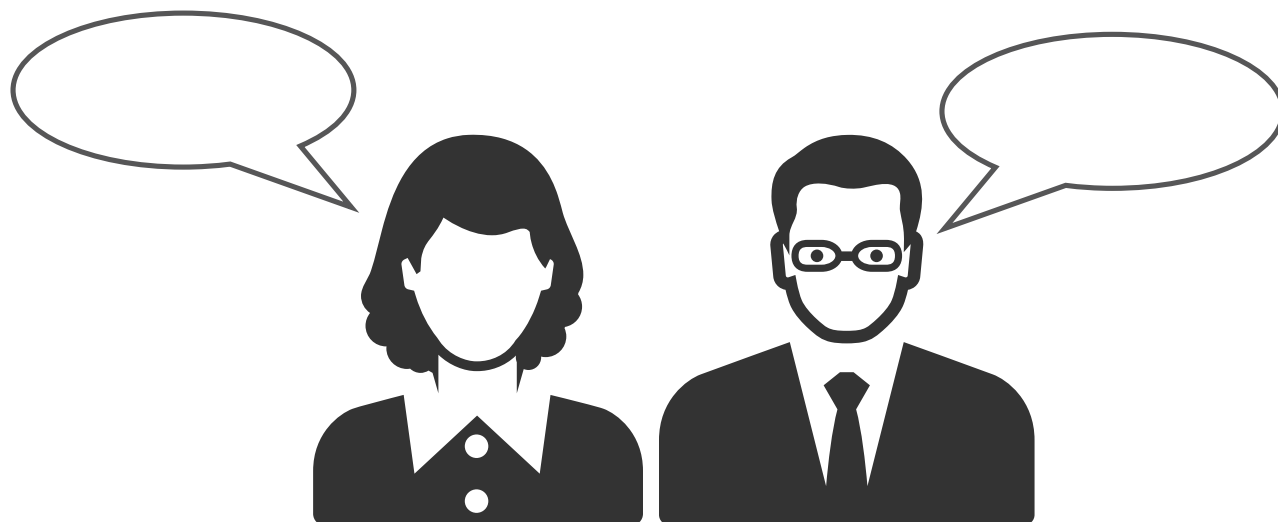


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7 ADVANTAGES ADD VALUE IN TEAMS

POWER

USES AUTHORITY TO EMPHASIZE THE IMPORTANCE OF THE GOAL.

PASSION

GIVES EMOTIONAL SUPPORT AND PRAISE FOR EVERYONE'S EFFORTS.

MYSTIQUE

ASKS QUESTIONS TO UNDERSTAND THE UNDERLYING ISSUES.

PRESTIGE

VERBALLY RECOGNIZES THE WAYS IN WHICH OTHERS MAKE CONTRIBUTIONS.

ALERT

ORGANIZES IN ADVANCE TO PREVENT UNPRODUCTIVE CONFLICTS.

INNOVATION

THINKS OUTSIDE THE BOX TO OFFER A COMPLETELY NEW SOLUTION.

TRUST

NURTURES RELATIONSHIPS SO THE FOCUS IS ON TEAM RATHER THAN INDIVIDUAL.

DOUBLE TROUBLE TEAM EFFECT

POWER + POWER

BECOMES OVERLY INTENSE.

PASSION + PASSION

TEAM BECOMES
HYPER OR MOODY.

MYSTIQUE + MYSTIQUE

DISCONNECTED FROM OTHERS.

PRESTIGE + PRESTIGE

TOO COMPETITIVE.

ALERT + ALERT

MICROMANAGING.

INNOVATION + INNOVATION

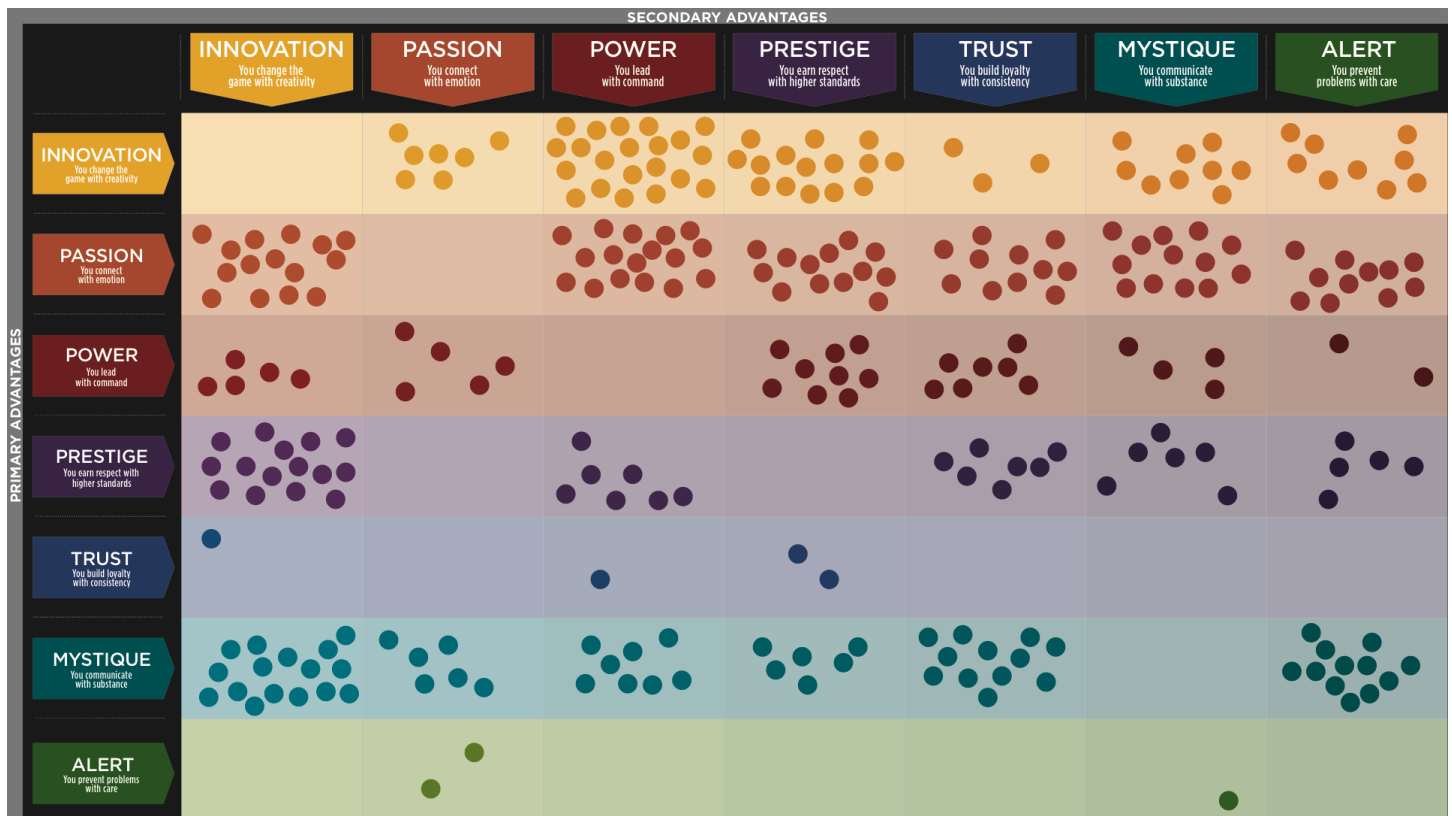
DISTRACTED AND UNLIKELY TO
COMPLETE PROJECTS.

TRUST + TRUST

DULL AND OUT OF DATE.

HOW TO BUILD A TEAM HEAT MAP

1. Sum up the Primary and Secondary Advantages.
2. Calculate the total Advantages represented in the group.
3. Sum up the group Dormant.
4. Plot individual team members to the matrix.



STEP 1: SUM UP THE PRIMARY AND SECONDARY ADVANTAGES

Name	Archetype	Primary	Secondary	Dormant
Carmen Gomez	The Mediator	Alert	Trust	Innovation
Kathleen Panning	The Detective	Alert	Mystique	Passion
Oladapo Okuyemi	The Rockstar	Innovation	Passion	Power
Susan Robinson	The Maverick Leader	Innovation	Power	Trust
Alfred Chung	The Secret Weapon	Mystique	Innovation	Passion
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation	Trust
Daina Middleton	The Royal Guard	Mystique	Prestige	Alert
Janette Toral	The Secret Weapon	Mystique	Innovation	Passion
Debra Swersky	The People's Champion	Passion	Power	Mystique
Janet Lee	The Talent	Passion	Prestige	Trust
Jill Gottenstrater	The Beloved	Passion	Trust	Mystique
Juan Polanco	The Catalyst	Passion	Innovation	Alert
Sarah Wadle	The People's Champion	Passion	Power	Mystique
Shea Petaja	The Catalyst	Passion	Innovation	Trust
Whitney Bishop	The Catalyst	Passion	Innovation	Trust
Haseena Sham	The Ringleader	Power	Passion	Prestige
Dee Dee Reid	The Ringleader	Power	Passion	Trust
Michelle Lopez	The Maestro	Power	Prestige	Trust
Melba Holliday	The Avant-Garde	Prestige	Innovation	Power
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion	Trust
Narelle Goodfield	The Connoisseur	Prestige	Passion	Mystique
Deane Ilukowicz	The Diplomat	Trust	Prestige	Alert

STEP 1: SUM UP THE PRIMARY AND SECONDARY ADVANTAGES

Name	Archetype	Primary	Secondary	Dormant
Alfred Chung	The Secret Weapon	Mystique	Innovation	Passion
Antonius Ricky Suroso	The Secret Weapon	Mystique	Innovation	Trust
Janette Toral	The Secret Weapon	Mystique	Innovation	Passion
Juan Polanco	The Catalyst	Passion	Innovation	Alert
Shea Petaja	The Catalyst	Passion	Innovation	Trust
Whitney Bishop	The Catalyst	Passion	Innovation	Trust
Melba Holliday	The Avant-Garde	Prestige	Innovation	Power
Kathleen Panning	The Detective	Alert	Mystique	Passion
Oladapo Okuyemi	The Rockstar	Innovation	Passion	Power
Haseena Sham	The Ringleader	Power	Passion	Prestige
Dee Dee Reid	The Ringleader	Power	Passion	Trust
Jill Heijligers-Peloquin	The Connoisseur	Prestige	Passion	Trust
Narelle Goodfield	The Connoisseur	Prestige	Passion	Mystique
Susan Robinson	The Maverick Leader	Innovation	Power	Trust
Debra Swersky	The People's Champion	Passion	Power	Mystique
Sarah Wadle	The People's Champion	Passion	Power	Mystique
Daina Middleton	The Royal Guard	Mystique	Prestige	Alert
Janet Lee	The Talent	Passion	Prestige	Trust
Michelle Lopez	The Maestro	Power	Prestige	Trust
Deane Ilukowicz	The Diplomat	Trust	Prestige	Alert
Carmen Gomez	The Mediator	Alert	Trust	Innovation
Jill Gottenstrater	The Beloved	Passion	Trust	Mystique

STEP 2: CALCULATE THE TOTAL ADVANTAGES REPRESENTED IN THE GROUP

TALLYING PRIMARY ADVANTAGES

Primary Advantage	Number of Primary Advantage	Percent of Primary Advantage
Passion	7	32%
Mystique	4	18%
Power	3	14%
Prestige	3	14%
Innovation	2	9%
Alert	2	9%
Trust	1	4%

TALLYING SECONDARY ADVANTAGES

Secondary Advantage	Number of Primary Advantage	Percent of Primary Advantage
Innovation	7	32%
Passion	5	23%
Prestige	4	18%
Power	3	14%
Trust	2	9%
Mystique	1	4%
Alert	0	0%

STEP 2: CALCULATE THE TOTAL ADVANTAGES REPRESENTED IN THE GROUP

TOP TEAM ADVANTAGES			
Advantage	Primary	Secondary	Total
Passion	7	5	12
Innovation	2	7	9
Prestige	3	4	7
Power	3	3	6
Mystique	4	1	5
Trust	1	2	3
Alert	2	0	2

Calculate % by dividing Advantage Total by Total Advantages.

Example:
 12 Passion Advantages / 44 Total Advantages = 27%

This tells us that 27% of Group has Passion as a Primary or Secondary Advantage

Advantage	Primary	Secondary	Total	% of Group
Passion	7	5	12	27%
Innovation	2	7	9	20%
Prestige	3	4	7	16%
Power	3	3	6	14%
Mystique	4	1	5	11%
Trust	1	2	3	7%
Alert	2	0	2	5%

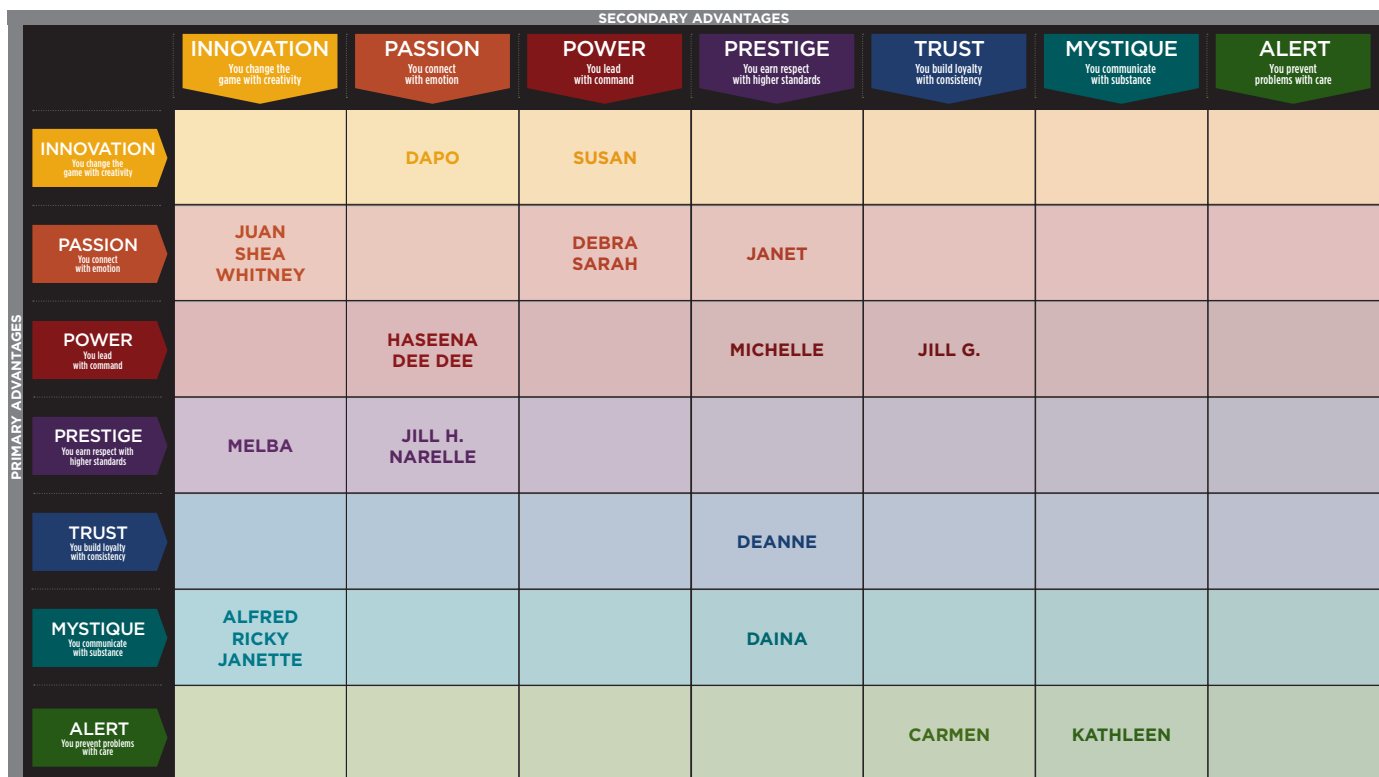
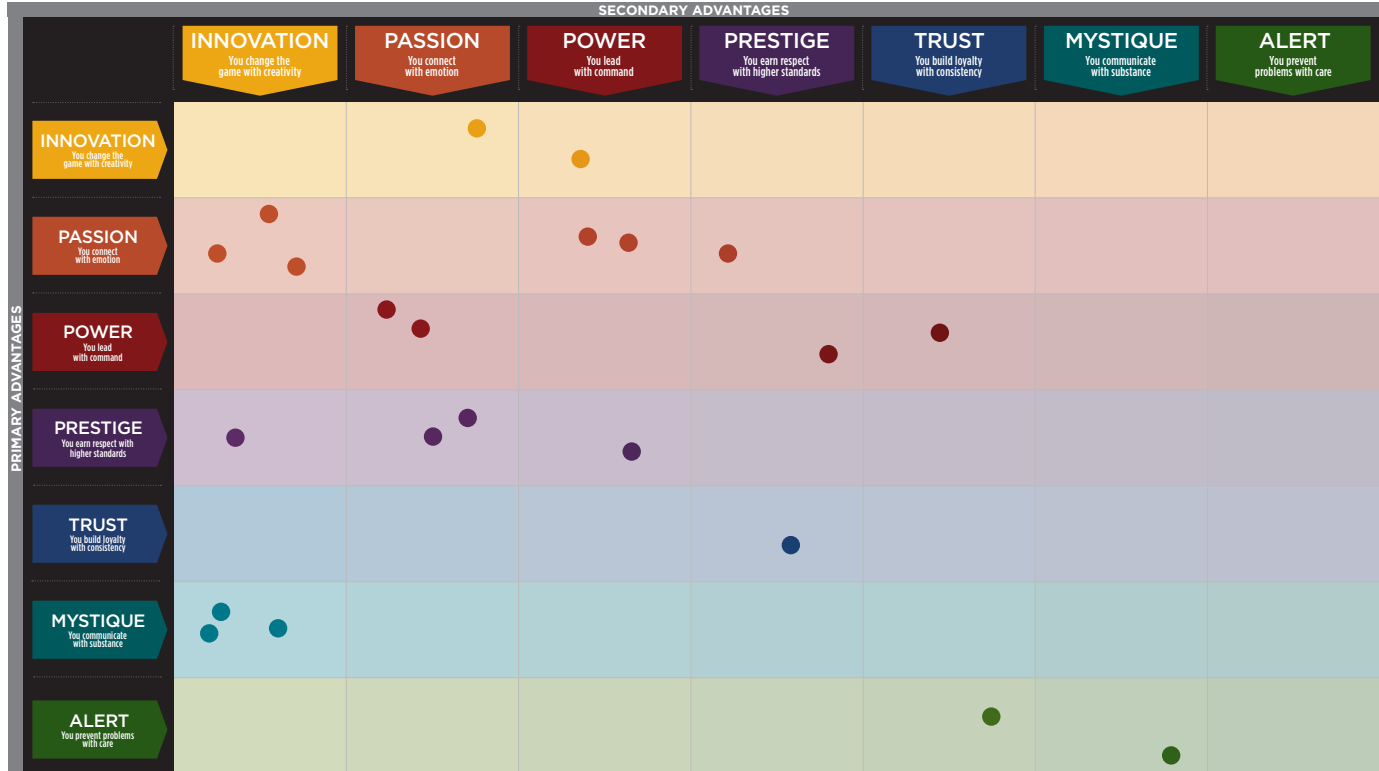
STEP 3: SUM UP THE GROUP DORMANT

Name	Archetype	Primary	Secondary	Dormant
Juan Polanco	The Catalyst	Passion	Innovation	Alert
Daina Middleton	The Royal Guard	Mystique	Prestige	Alert
Deane Ilukowicz	The Diplomat	Trust	Prestige	Alert
Carmen Gomez	The Mediator	Alert	Trust	Innovation
Narelle Goodfield	The Connoisseur	Prestige	Passion	Mystique
Debra Swersky	The People's Champion	Passion	Power	Mystique
Sarah Wadle	The People's Champion	Passion	Power	Mystique
Jill Gottenstrater	The Beloved	Passion	Trust	Mystique
Alfred Chung	The Secret Weapon	Mystique	Innovation	Passion
Janette Toral	The Secret Weapon	Mystique	Innovation	Passion
Kathleen Panning	The Detective	Alert	Mystique	Passion
Melba Holliday	The Avant-Garde	Prestige	Innovation	Power
Oladapo Okuyemi	The Rockstar	Innovation	Passion	Power
Haseena Sham	The Ringleader	Power	Passion	Prestige
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Susan Robinson	The Maverick Leader	Innovation	Power	Trust
Janet Lee	The Talent	Passion	Prestige	Trust
Michelle Lopez	The Maestro	Power	Prestige	Trust

STEP 3: SUM UP THE GROUP DORMANT

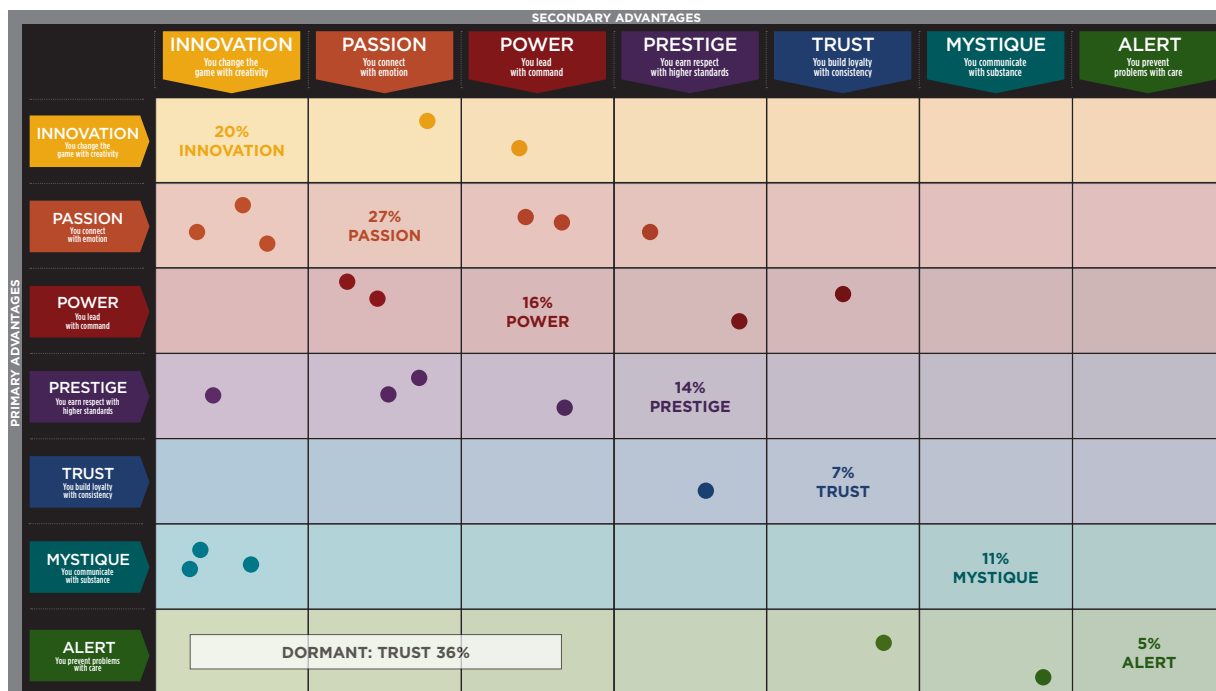
Primary Advantage	Number of Primary Advantage	Percent of Primary Advantage
Trust	8	36%
Mystique	4	18%
Alert	3	14%
Passion	3	14%
Power	2	9%
Prestige	1	5%
Innovation	1	5%

STEP 4: PLOT INDIVIDUAL TEAM MEMBERS TO THE MATRIX



STEP 4: PLOT INDIVIDUAL TEAM MEMBERS TO THE MATRIX

- Consider overall Advantage distribution, what insights can you offer?
- What value does this team bring?
- Can you name the team Archetype? What could it be?
- Consider the team Dormant, what challenges could this team face?
- Consider the team Double Trouble, what should they watch out for?



THE CATALYST

OUT OF THE BOX | ENERGIZING | SOCIAL | ENTHUSIASTIC | CREATIVE

Catalysts start ideas that provoke new thinking and action. Your passion is capable of igniting a team.

Buoyant and social, you embrace new situations and relationships with zeal. You deliver value through creative change.

A lesson that everyone can learn from you:

There's rarely one 'right' way to get things done. Try different options, so you can keep evolving your process.

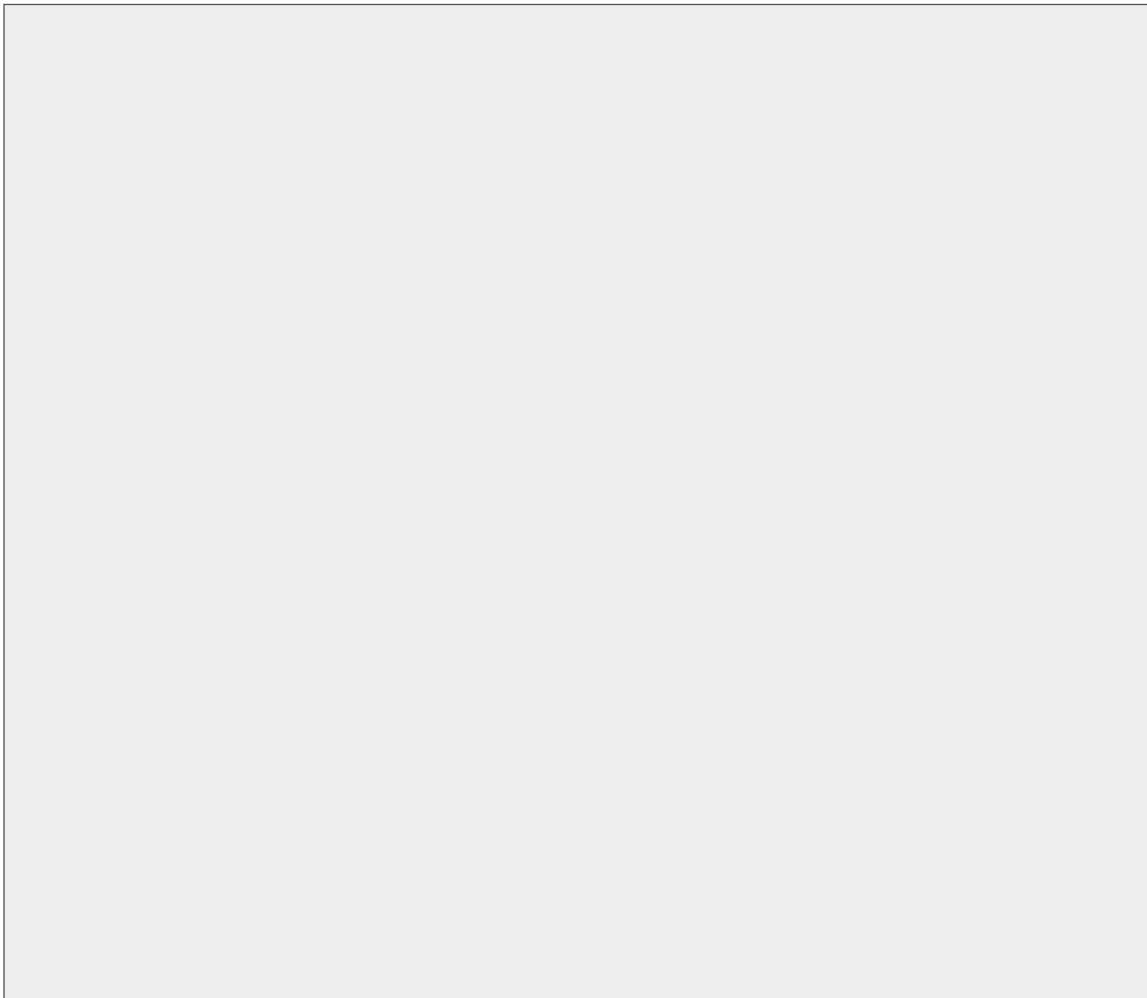
ACTIVITY 1: TEAM HEAT MAP ANALYSIS

Objective for this Activity:

Identify and predict how a team is most and least likely to solve problems, deal with conflict and reach conclusions. Analyze a team heat map using a SWOT Analysis to identify the hidden patterns and a team's core specialty.

Next steps:

- In your break out groups assign speaker/scribe.
- Using your assigned a team heat map and a challenge to solve for: Write your responses to each S,W,O, T in your breakout room whiteboard (and capture it in your worksheet for future reference).
- Page 15-16 list key prompt questions to support your SWOT Analysis and Page 17-18 are your worksheets.



TEAM HEAT MAP SWOT SCENARIO 1

Strengths - Advantage	Weaknesses - Dormant
Treats - Double Trouble	Opportunity - Action Plan
<p>Consider the teams top 2 Advantages, what value does this team bring?</p> <p>Based on the teams overall Advantage distribution what are this teams strengths?</p>	<p>What challenges could this team face as a result of having this dormant?</p> <p>What would you recommend they do?</p>
<p>Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.</p>	<p>Formal onboarding plans, peer mentorship and rotational assignments lead to well rounded and highly engaged employees. They want to adopt these best practices so that employees are more empowered and effective. However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem? Provide 2-3 recommended actions they can take to solve this challenge?</p>

TEAM HEAT MAP SWOT SCENARIO 2

Strengths - Advantage	Weaknesses - Dormant
<p>Consider the teams top 2 Advantages, what value does this team bring?</p> <p>Based on the teams overall Advantage distribution what are this teams strengths?</p>	<p>What challenges could this team face as a result of having this dormant?</p> <p>What would you recommend they do?</p>
Treats - Double Trouble	Opportunity - Action Plan
<p>Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.</p>	<p>Employees are not adopting new initiatives and best practices as quickly as management would like. Your goal is to inspire and motivate employees to take up and embrace change with agility and passion However, competing priorities and information overload seem to be getting in the way. How can they use their Team Heat Map to solve this problem? Provide 2-3 recommended actions they can take to solve this challenge?</p>

TEAM HEAT MAP SWOT WORKSHEET 1

Strengths - Advantage	Weaknesses - Dormant
Treats - Double Trouble	Opportunity - Action Plan

TEAM HEAT MAP SWOT WORKSHEET 2

Strengths - Advantage	Weaknesses - Dormant
Treats - Double Trouble	Opportunity - Action Plan

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 1,000,000+ 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.

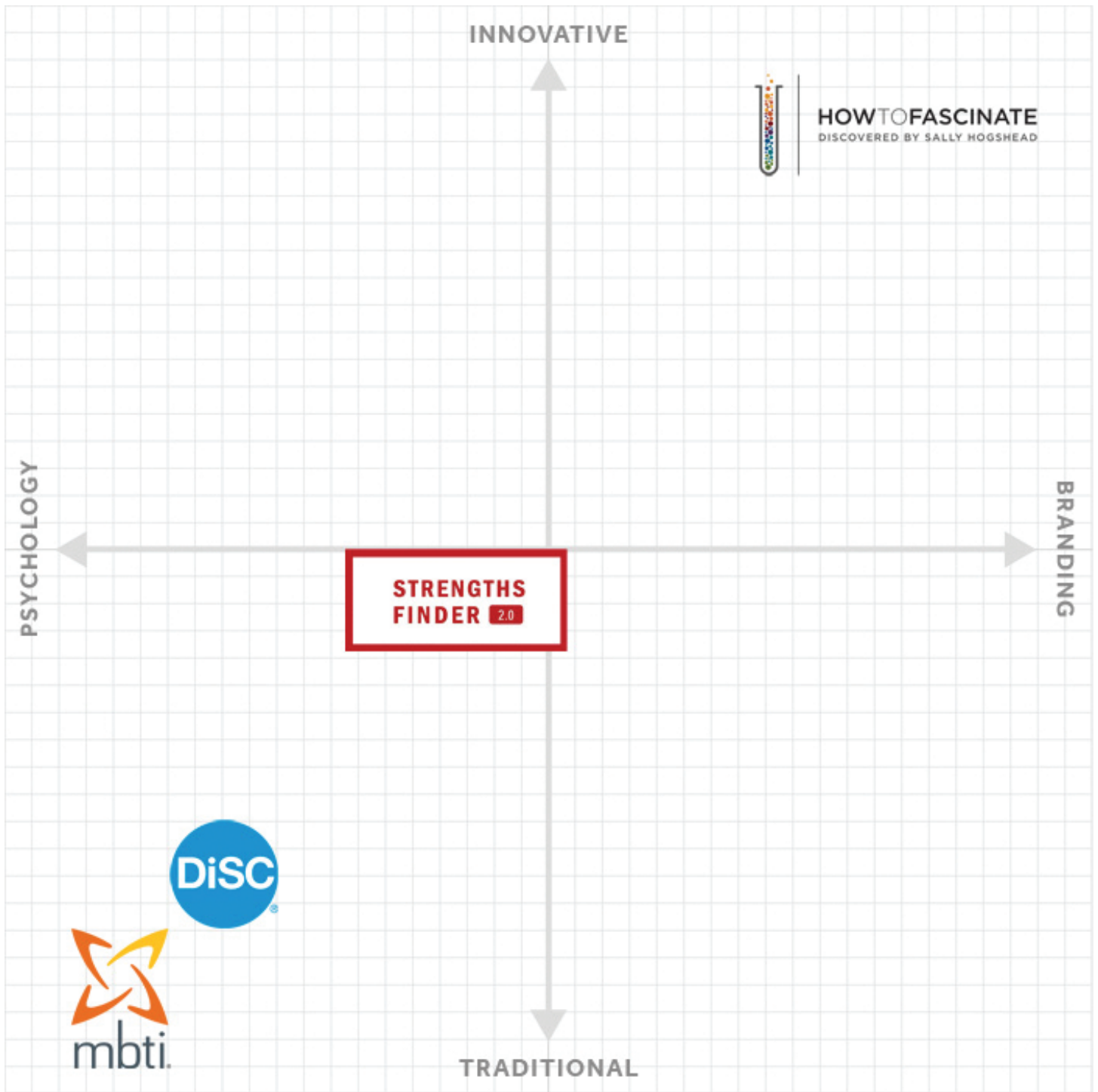
Instead of focusing on strengths, we uncover how each person is different and uniquely suited to excel in a “specialty.”

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



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.

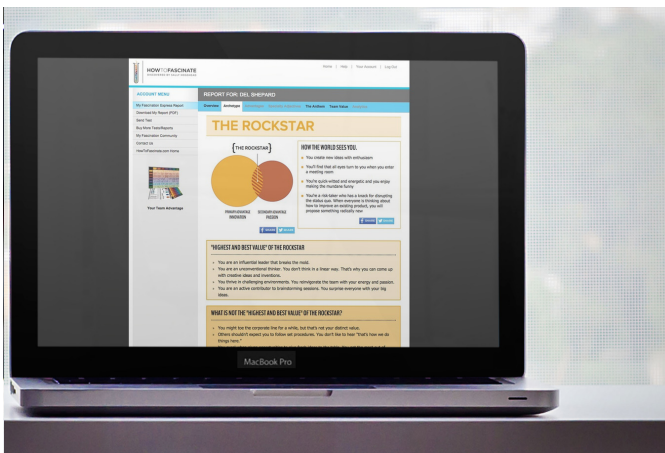
Prices subject to change, Advisors will be notified of major price changes.

INDIVIDUAL & SMALL GROUP SOLUTIONS



FASCINATION ADVANTAGE[®] ASSESSMENT (FAA)

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



FASCINATION ADVANTAGE[®] EXPRESS (FAE)

- Great lead generator
- Perfect for prospects



ONE-HOUR PERSONAL BRAND™ STRATEGY KIT (OHPB)

2 versions available:

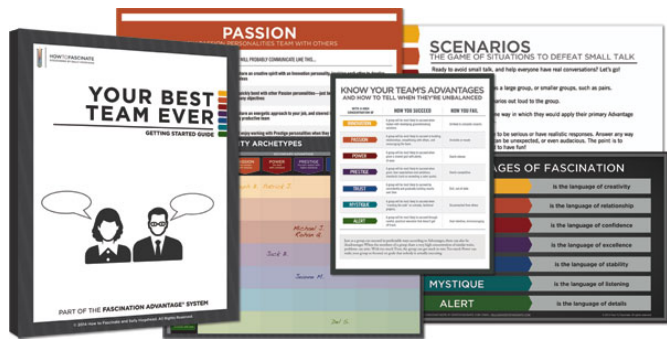
- For professionals
- For students

INDIVIDUAL & SMALL GROUP SOLUTIONS



ULTIMATE PERSONAL BRAND™ PLAYBOOK (UPBP)

- 5-week course
- Perfect for coaching



BEST TEAM EVER™ KIT (BTE)

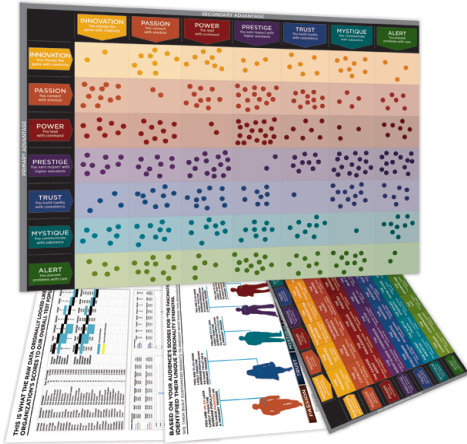
- Perfect for team building
- Includes activities and cheat sheets
- Does not include assessments



COMPLETE FASCINATION BUSINESS SYSTEM (CFBS)

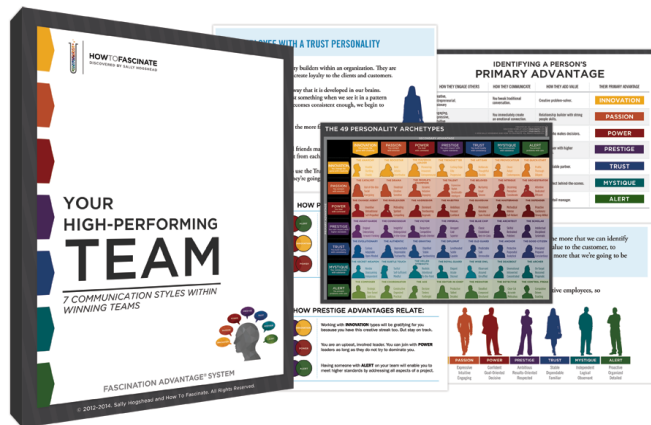
- Includes: *Your High-Performing Team & Your High-Performing Brand*
- Perfect for entrepreneurs

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)



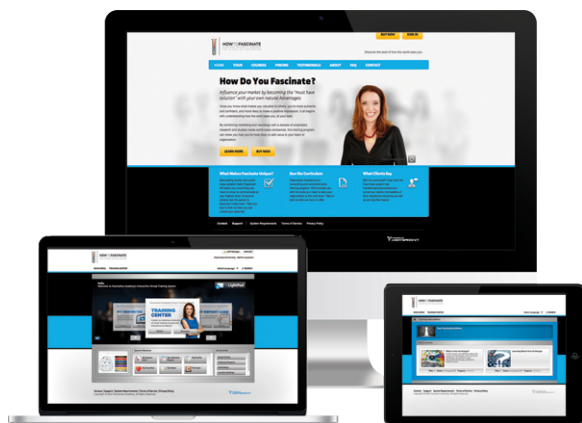
ORGANIZATIONAL AND PUBLIC TRAINING (LIVE)

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

PURCHASING ASSESSMENTS

- HowToFascinate.com
- FCA Discount is 40%
- Use the code: FCA-DISCOUNT (must be in all caps)
- Code will take 40% off the order total
- Always use the same email that you used when taking the assessment!

SHARING ASSESSMENTS

- HowToFascinate.com
- Blue Login button (top right corner)
- Log in using the email address and password you entered when taking the assessment
- Click the button that says “**Access My Team/Gift Assessments**” (you may be prompted to log in again)
- Copy and paste the invitation link into a message to your intended recipient

IMPORTANT! This “invitation link” can be used by anyone. Make sure to inform your recipients that the link is not to be shared.

ACCESSING ASSESSMENT RESULTS

- HowToFascinate.com
- Blue Login button (top right corner)
- Log in using the email address and password you entered when taking the assessment
- Click the button that says “**Access My Team/Gift Assessments**” (you may be prompted to log in again)
- Scroll down and click the yellow button that says “**View Completed Reports**”

ASSESSMENT CODES

- Perfect for large groups or events
- Code is completely customizable
- Includes one export of the assessment data for all code users
- \$150 per code + assessments
***CLICK HERE to Buy 10 complete codes and get 1 Custom Code free, includes 1 update and 1 export. After first free export, charge incurred for every consecutive export.*
- Available for Full or Express Reports

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	first_name	last_name	email	create_date	conference_code	primary	secondary	dormant	archetype	power	trust	prestige	passion	mystique	innovation	alert
2	Jeremy	Niekamp	removed for privacy	11/12/14 13:35	FPG14	alert	innovation	prestige	The Composer	11	12	10	11	12	13	14
3	Robert	McCarthy, Jr	removed for privacy	11/12/14 6:05	FPG14	power	trust	innovation	The Guardian	14	14	14	10	14	10	14
4	CLAYTON	SHACKELFORD	removed for privacy	11/12/14 5:51	FPG14	prestige	alert	passion	The Scholar	14	12	15	7	9	12	15
5	Jeane	Oakman	removed for privacy	11/11/14 15:48	FPG14	passion	alert	mystique	The Orchestrator	11	14	12	16	11	12	15
6	Marshall	Knox	removed for privacy	11/11/14 14:57	fpg14	passion	trust	mystique	The Beloved	9	13	9	15	5	13	12
7	Jonathan	White	removed for privacy	11/11/14 14:10	FPG14	power	mystique	passion	The Mastermind	13	9	9	5	11	11	9
8	Allac	Castillo	removed for privacy	11/11/14 13:42	FPG14	power	passion	mystique	The Ringleader	14	13	13	14	7	11	14
9	Anthony	Burks	removed for privacy	11/11/14 13:25	FPG14	power	prestige	trust	The Maestro	14	7	14	10	12	13	12
10	Mark	Hall	removed for privacy	11/11/14 12:33	FPG14	trust	mystique	passion	The Anchor	11	16	9	7	15	8	13
11	Greg	Adams	removed for privacy	10/2/14 8:51	FPG14	mystique	alert	trust	The Archer	11	9	11	10	14	12	13
12	Audrey	Joslin	removed for privacy	9/29/14 16:21	FPG14	passion	innovation	trust	The Catalyst	11	10	12	14	12	14	13
13	ThyThy	Nguyen	removed for privacy	9/29/14 14:26	FPG14	power	innovation	trust	The Change Agent	14	9	12	12	13	14	11
14	Phil	McShan	removed for privacy	9/16/14 12:29	FPG14	passion	power	trust	The Peoples Champion	15	9	15	16	10	13	12
15	Mark	Johnson	removed for privacy	9/16/14 9:03	FPG14	innovation	passion	trust	The Rockstar	11	7	11	13	13	14	8
16	Bill	Collier	removed for privacy	9/8/14 16:41	FPG14	prestige	passion	mystique	The Connoisseur	12	12	14	14	11	14	14
17	Weston	Bert	removed for privacy	8/27/14 19:59	FPG14	innovation	passion	trust	The Rockstar	12	9	13	14	13	15	10
18	Stuart	Schultz	removed for privacy	8/16/14 18:45	fpg14	innovation	passion	mystique	The Rockstar	10	10	11	14	6	16	7
19	Shannon	Schultz	removed for privacy	8/16/14 18:05	fpg14	mystique	trust	innovation	The Wise Owl	10	13	12	13	14	9	13
20	Vanessa	Goolsby	removed for privacy	8/16/14 17:49	fpg14	mystique	innovation	power	The Secret Weapon	12	13	14	14	15	15	15
21	Will	Adams	removed for privacy	8/16/14 14:24	fpg14	innovation	power	mystique	The Maverick Leader	13	12	11	13	9	14	13
22	Teri	Dunlavy	removed for privacy	8/10/14 16:25	FPG14	passion	innovation	alert	The Catalyst	15	12	15	16	12	16	12
23	Amy	Lowery	removed for privacy	8/10/14 10:50	FPG14	prestige	mystique	innovation	The Architect	9	12	15	14	15	9	13
24	Charm	Stiles	removed for privacy	8/10/14 15:04	FPG14	prestige	innovation	trust	The Artist	15	8	16	10	15	16	10

RESOURCES

- Fascination Laboratory Connection
 - Private Facebook group (not exclusive to Advisors)
 - Access to the Fascination Connection Facebook group
 - Monthly content: cheat sheets, ebooks & videos
 - Monthly live call with Sally & Team Fascinate
 - 12 Free assessments with FULL report
- Referral Partner Center
 - Affiliate links
 - Email templates
 - Banners

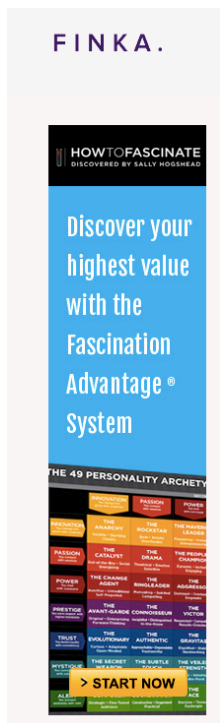
AFFILIATE TOOLS

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.

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!



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.

RESOURCE PAGES:

Here you can find resources like:

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

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.*



"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**

FCA TRAINING TOOLBOX

- 12 full Fascinate Advantage Assessment reports
- Marketing/branding material (Affiliate site)
- Half Day Slide Deck Presentation
- Full Day Slide Deck Presentation
- Sample Client Proposal
- Sample Client Agreement
- Sample program outlines for 1:1s and workshops
- Sample Email Invitations for your Group Events
- Sample Group Training Evaluation
- Sample Client Intake Questionnaire
- Sample Group/Team Training Participant Handbook
- How to Fascinate® Affiliate Guide
- How to Fascinate® Product Listing
- Access to premium content in the Fascination Laboratory Connection

SAMPLE FCA OUTLINE FOR 1:1'S

1 SESSION

HOW TO FASCINATE® OVERVIEW

Fascinate Advantage Assessment® (FAA)

2 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER

One-Hour Personal Brand™ Strategy Kit

4-5 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER
MARKETING MESSAGE
VISIBILITY STRATEGY

Ultimate Personal Brand™ Playbook

SAMPLE WORKSHOP OUTLINES

Half Day (3-4hrs)	Full Day (7-8hrs)
<ul style="list-style-type: none">■ Fascinating Introductions/Icebreaker ■ Fascination Advantage® System Overview ■ Activity: The Seven Fascination Advantages ■ Break – 15 mins ■ Activity: Seven Fascination Advantages (con` t) ■ Effective Communication/Double Trouble ■ Activity: Fascination Anthem Builder ■ Wrap up	<ul style="list-style-type: none">■ Fascinating Introductions/Icebreaker ■ Fascination Advantage® System Overview ■ Activity: The Seven Fascination Advantages ■ Break – 15 mins ■ Activity: Seven Fascination Advantages (con` t) ■ Effective Communication/Double Trouble ■ Break – 1 hour ■ Team Advantage + Team Heat Map ■ Activity: Team Heat Map SWOT Analysis ■ Break – 15 mins ■ Activity: Fascination Anthem Builder ■ Wrap up

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 45 – 51 in this workbook for the Fascinate Advantage communication do's and don'ts.

Applying the Advantages - Sample

Script Starter:

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.

Advantage:

Prestige

Key Advantage Characteristic Highlights:

- Present a clear reward.
- Focus on how the solution is what’s hot and present compared to the competition.
- Surprise by elevating the bar, deliver an outstanding first impression and set higher standards.
- Be sure to make them look good.
- Show better than expected results.
- Exceed expectation.

2 – 3 sentence pitch using this Advantage

I can show you how the Fascinate system will **improve employee engagement, build team collaboration and help you exceed your company goals.** Your employee’s will be **recognized for their unique Advantage and give you more of their best.** Once you learn your Team Advantage you’ll **recognize your teams strengths,** identify hidden patterns and tap into your teams Advantages to become **more productive and efficient.**

Our clients have seen **better than expected results,** even those with world class employee engagement saw an **increase in their scores** after the How to Fascinate system was brought in. Fascinate has been delivered to organizations like **Cisco, GE, ATT and Intel.** 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.

Applying the Advantages - Worksheet

Script Starter:

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.

Advantage:

**Key Advantage
Characteristic
Highlights:**

**2 – 3 sentence
pitch using this
Advantage**

APPLY THE 7 ADVANTAGES - NOTES

Advantage	Key Highlights and Sample Pitch
Innovation	
Passion	
Power	
Prestige	
Mystique	
Alert	
Trust	

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

- Do present data to improve decision making.
- Do provide analyzed facts and quantitative information.
- Do bring a pragmatic approach.
- Do stay in control of your communication style.
- Do bring a minimal approach, boil everything down to its essence.
- Do remain calm in situations of pressure.
- Do present facts and ideas that get to execution.
- Do listen and ask questions.
- Do present ideas in an objective, factual context.
- Do send a succinct message.

Don'ts

- Don't over-communicate.
- Don't send distracting signals.
- Don't make them the centre of attention or in the limelight.
- Don't be overt or boisterous.
- Don't show strong emotion.
- Don't engage in 'chit chat' and witty banter.
- Don't ramble, overstate or make claims that you can't back up.

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.

BREAKOUT ACTIVITY - BUSINESS DEVELOPMENT PLANNING

Share ideas, gather insights and brainstorm with fellow FCAs the business opportunities and application methods you can use bringing the How to Fascinate® system into your business. The purpose of this activity is to stimulate ideas, share your expert advice and establish supportive partnerships as you integrate HTF into your business.

Outline your business development plans – key highlights and action items	
What ideas, insights or feedback did you gain in your FCA breakout group?	
What are your top 3 committed action items/ priorities following the FCA training?	
How will you support each other moving forward to your next steps? Ie/Email updates, set up a check in call, follow-up and follow-through.	

HOMEWORK

To get the most out of your learning experience put what you`ve learned into action immediately.

<p>Take action on your FCA business development plan.</p>	
<p>Partner up! Set up a FCA check-in.</p>	
<p>Practice Anthem Building with at least 5 clients, within 3 of completing training.</p>	

KEY CONTACTS

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THE LEGAL STUFF...

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