



# FASCINATE

## CERTIFIED ADVISOR





Welcome to the

# FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 6

Friday September 20<sup>th</sup>



# AGENDA/OBJECTIVES

- Understand how to use the Fascinate Affiliate tools.
- Access to FCA Toolkit + Resources
- Create a personalized Fascinate business development plan.

# Logistics

## Affiliate Tools + Resources

# 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

- Login to your [HowToFascinate.com](https://HowToFascinate.com) account
- Click on “My Team Profiles”
- Click the button that says “Send Test” (you may be prompted to log in again)
- Copy and paste the invitation link into a message to your intended recipient



# Sharing Assessments

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

# Accessing Reports

- Login to your HowToFascinate.com account
- Click on “My Team Profiles”
- Log in using the email address and password you entered when taking the assessment
- Click the button that says “Send Test” (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
- Available for Full or Express Reports

# Assessment Codes

## Sample data export:

	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	Jeanne	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	Charman	Stiles	removed for privacy	8/9/14 15:04	FPG14	prestige	innovation	trust	The Avant-Garde	15	8	16	10	15	16	10
25	Evan	Carruthers	removed for privacy	8/8/14 12:42	FPG14	mystique	innovation	passion	The Secret Weapon	12	10	12	7	15	13	9
26																

# WEB DEMO

# Resources

- **Connect Membership**
  - Private Connect Membership Facebook group (not exclusive to Advisors)
- **Referral Partner Center**
  - Affiliate links
  - Email templates
  - Banners
- **Private FCA Facebook group (exclusive to Advisors)**

# Affiliate Tools

## Affiliate links:

These links use “cookies” (tracking devices) to track purchases made on [HowToFascinate.com](https://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](https://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.



# 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.

HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

Discover your  
highest value  
with the  
Fascination  
Advantage®  
System

THE 49 PERSONALITY ARCHETYPES

PRODUCTION	INNOVATION	PASSION	POWER
THE ANARCHY	THE ROCKETEER	THE HAVENLY LEADER	
PASSION	THE CATALYST	THE DRAMA	THE PEOPLE CHAMPION
POWER	THE CHANGE AGENT	THE BINGLEADER	THE AGGRESSOR
PRESTIGE	THE AWAKENING CONNOISSEUR	THE VICTOR	
TRUST	THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS
MYSTIQUE	THE SECRET	THE SERTLE	THE VELE
ALERT			THE ACE

> START NOW

## 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





# Affiliate Tools

## Resource Pages:

Here you can find resources like:

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



# 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

$$\$47.00 \times 40\%$$

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\$18.80

$$\$18.80 \times 4$$

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\$75.20

*Selling 4 FAA (full report)*

$$\$497 \times 40\%$$

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\$198.80

$$\$198.80 \times 4$$

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\$795.20

*Selling 4 UPBP*

# 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**

# FCA TRAINING TOOLBOX


- 12 full Fascinate Advantage Assessment reports.
- Marketing/branding material.
- Exclusive access to all How to Fascinate® products and offers.
- Program sample outlines for 1:1s and workshops + program evaluations.
- Power Point Presentations for group/team training (half day + full day).
- Sample `Participant Handbook` for your team training events.
- How to Fascinate® training icebreakers, games and activities.
- Sample client proposal, agreement letters, intake questionnaires.
- Immediate access to Fascination Laboratory Connection:
  - Premium content
  - Private Facebook group (Exclusive to FCAs)

# WEB DEMO

# Key Contacts

- **Program Director: Finka Jerkovic**
  - FCA@HowToFascinate.com
- **Business Development: Sabrina Lee**
  - sabrina@HowToFascinate.com
- **Fascinate Advisor Liason: Ron Bloomingkemper**
  - ron@ideasandattitudes.com
- **Support & Purchasing: Carrie Zatar**
  - Hello@HowToFascinate.com
- **Legal: Ed Normand**
  - Ed@HowToFascinate.com





If you were a Super Hero –  
Who would you be?

# 49 MARVEL PERSONALITY ARCHETYPES

SECONDARY ADVANTAGE

HOW TO FASCINATE  
DISCOVER YOURSELF THROUGH  
THE SCIENCE OF FASCINATION

PRIMARY ADVANTAGE

	<b>INNOVATION</b> You change the game with creativity	<b>PASSION</b> You connect with emotion	<b>POWER</b> You lead with command	<b>PRESTIGE</b> You earn respect with higher standards	<b>TRUST</b> You build loyalty with consistency	<b>MYSTIQUE</b> You communicate with substance	<b>ALERT</b> You prevent problems with care
<b>INNOVATION</b> You change the game with creativity	<b>THE ANARCHY</b> <b>Loki</b> Volatile Startling Chaotic	<b>THE ROCKSTAR</b> <b>Iron Man</b> Bold Artistic Unorthodox	<b>MAVERICK LEADER</b> <b>Luke Cage</b> Pioneering Irreverent Entrepreneurial	<b>THE TRENDSETTER</b> <b>The Wasp</b> Cutting-Edge Elite Progressive	<b>THE ARTISAN</b> <b>Star-Lord</b> Deliberate Thoughtful Flexible	<b>THE PROVOCATEUR</b> <b>Black Widow</b> Clever Adept Contemporary	<b>THE QUICK-START</b> <b>Jamie Madrox</b> Prolific Thorough Diligent
<b>PASSION</b> You connect with emotion	<b>THE CATALYST</b> <b>Spider-Man</b> Out-of-the-Box Social Energizing	<b>THE DRAMA</b> <b>J Jonah Jameson</b> Theatrical Emotive Sensitive	<b>PEOPLE'S CHAMPION</b> <b>Hawkeye</b> Dynamic Inclusive Engaging	<b>THE TALENT</b> <b>Human Torch</b> Expressive Stylish Emotionally-Intelligent	<b>THE BELOVED</b> <b>The Thing</b> Nurturing Loyal Sincere	<b>THE INTRIGUE</b> <b>Daredevil</b> Discerning Perceptive Considerate	<b>THE ORCHESTRATOR</b> <b>Wolverine</b> Attentive Dedicated Efficient
<b>POWER</b> You lead with command	<b>THE CHANGE AGENT</b> <b>Red Hulk</b> Inventive Untraditional Self-Propelled	<b>THE RINGLEADER</b> <b>Magneto</b> Motivating Spirited Compelling	<b>THE AGGRESSOR</b> <b>Thanos</b> Dominant Overbearing Dogmatic	<b>THE MAESTRO</b> <b>King T'Challa</b> Ambitious Focused Confident	<b>THE GUARDIAN</b> <b>Thor</b> Prominent Genuine Sure-Footed	<b>THE MASTERMIND</b> <b>Namor</b> Methodical Intense Self-Reliant	<b>THE DEFENDER</b> <b>Dr. Strange</b> Proactive Cautious Strong-Willed
<b>PRESTIGE</b> You earn respect with higher standards	<b>THE AVANT-GARDE</b> <b>Mr. Fantastic</b> Original Enterprising Forward-Thinking	<b>THE CONNOISSEUR</b> <b>Storm</b> Insightful Distinguished In-the-Know	<b>THE VICTOR</b> <b>Nick Fury</b> Respected Competitive Results-Oriented	<b>THE IMPERIAL</b> <b>Dr. Doom</b> Arrogant Cold Superior	<b>THE BLUE CHIP</b> <b>Invisible Woman</b> Classic Established Best-In-Class	<b>THE ARCHITECT</b> <b>Iron Fist</b> Skillful Restrained Polished	<b>THE SCHOLAR</b> <b>Dr. Bruce Banner</b> Intellectual Disciplined Systematic
<b>TRUST</b> You build loyalty with consistency	<b>THE EVOLUTIONARY</b> <b>The Beast</b> Curious Adaptable Open-Minded	<b>THE AUTHENTIC</b> <b>Nightcrawler</b> Approachable Dependable Trustworthy	<b>THE GRAVITAS</b> <b>Captain Britain</b> Dignified Stable Hardworking	<b>THE DIPLOMAT</b> <b>Professor X</b> Levelheaded Subtle Capable	<b>THE OLD GUARD</b> <b>The Watcher</b> Predictable Safe Unmovable	<b>THE ANCHOR</b> <b>Captain Mar-vell</b> Protective Purposeful Analytical	<b>THE GOOD CITIZEN</b> <b>Captain America</b> Principled Prepared Conscientious
<b>MYSTIQUE</b> You communicate with substance	<b>THE SECRET WEAPON</b> <b>War Machine</b> Nimble Unassuming Independent	<b>THE SUBTLE TOUCH</b> <b>Victoria Hand</b> Tactful Self-Sufficient Mindful	<b>VEILED STRENGTH</b> <b>Silver Surfer</b> Realistic Intentional To-the-Point	<b>THE ROYAL GUARD</b> <b>Black Bolt</b> Elegant Astute Discreet	<b>THE WISE OWL</b> <b>The Vision</b> Observant Assured Unruffled	<b>THE DEADBOLT</b> <b>Ultron</b> Unemotional Introverted Concentrated	<b>THE ARCHER</b> <b>Cable</b> On-Target Reasoned Pragmatic
<b>ALERT</b> You prevent problems with care	<b>THE COMPOSER</b> <b>Cyclops</b> Strategic Fine-Tuned Judicious	<b>THE COORDINATOR</b> <b>Falcon</b> Constructive Organized Practical	<b>THE ACE</b> <b>Bucky Barnes</b> Decisive Tireless Forthright	<b>THE EDITOR-IN-CHIEF</b> <b>Nova (Rich Rider)</b> Productive Skilled Detailed	<b>THE MEDIATOR</b> <b>Phil Coulson</b> Steadfast Composed Structured	<b>THE DETECTIVE</b> <b>Maria Hill</b> Clear-Cut Accurate Meticulous	<b>THE CONTROL FREAK</b> <b>Norman Osborn</b> Compulsive Driven Exacting

# Fascinate Business Development Planning



# HOMework DEBRIEF - OBJECTIVE

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.

# BREAK OUT ACTIVITY


- Share your business development plan
- Offer feedback, tips, ideas, advice
- Establish support partnerships
- Post in Google doc: What activities will you focus on immediately after the training? In your breakout rooms, discuss and post your top 1-3 action items.

# HOMEWORK

1. Implement your How to Fascinate® business development plan.
2. Complete your Affiliate paperwork/appropriate tax forms.
3. Complete Fascinate Advisor Certification Evaluation
4. Check out FCA Toolkit!

# END OF TRAINING RECAP

- Expertly use, promote, and sell How To Fascinate products
- Grow your business with the Fascination Advantage® system
- Access and use the How To Fascinate Affiliate tools

A vertical decorative bar on the left side of the slide, composed of seven horizontal segments in different colors: yellow, orange, red, dark red, purple, blue, and teal. Each segment has a right-pointing arrowhead shape.

What are you taking away?



**“The most powerful way to empower  
someone is to show them their own  
highest value”**

**Sally Hogshead**