



FASCINATE

CERTIFIED ADVISOR



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Welcome to the

FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 5

Wednesday Feb 15th



AGENDA/OBJECTIVES

- Describe `How to Fascinate®` competitive advantage.
- Explain the various How to Fascinate® product offerings.
- Learn how to create the perfect How to Fascinate® sales pitch.
- Open-hours call in: 7:00-8:00pm EDT.



HOW TO FASCINATE FOUNDATION

- **Expertise:** Sally Hogshead
- **Research:** The Kelton Study (1k+ Americans)
- **Data:** 1,000,000 People
- **World Class Clients:** Cisco, GE, Intel, AT&T, Twitter
- **Media Recognition:** #1 Wall Street Journal best seller, #2 NY Times best seller, Oprah top pick.



WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?

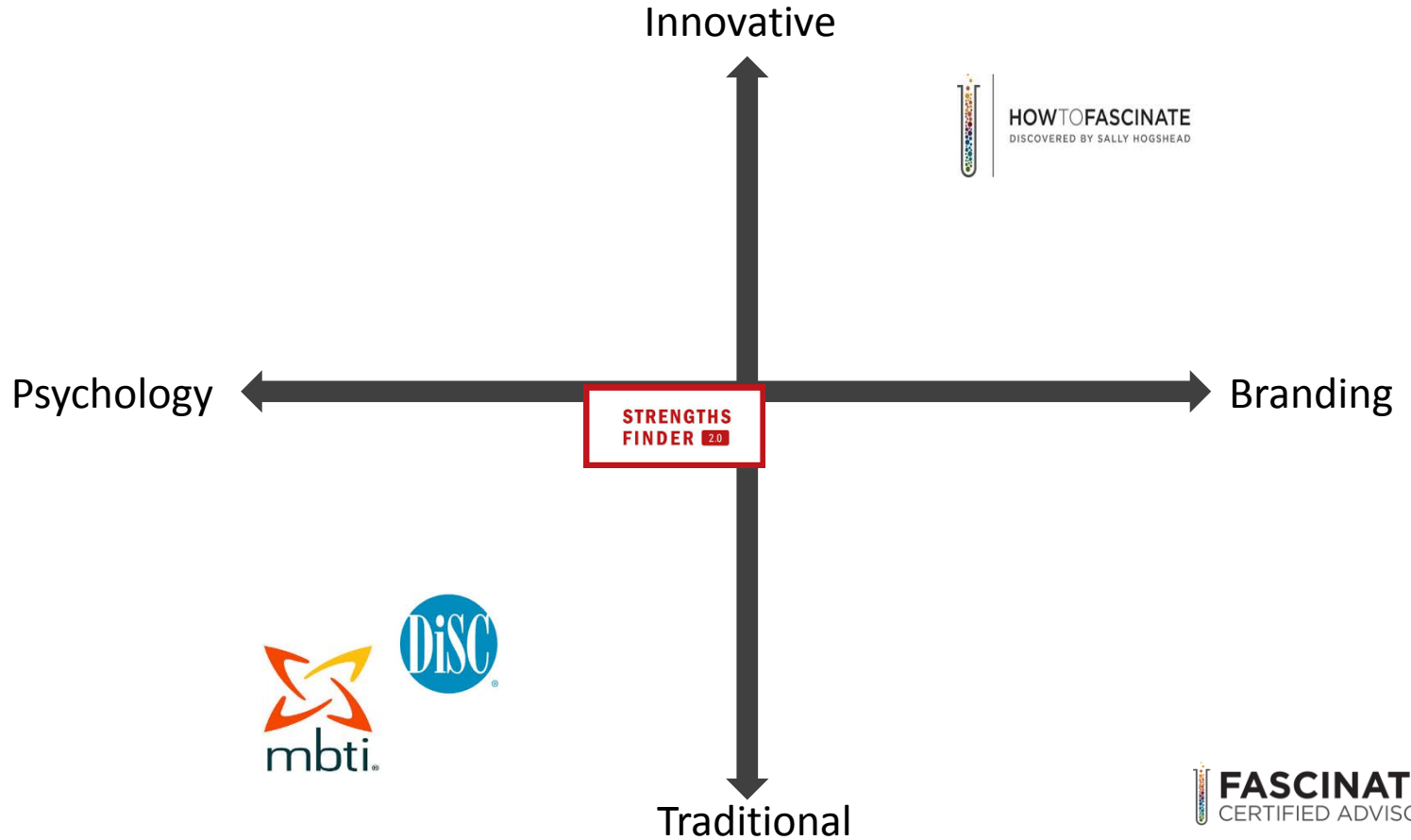
- Our system is based on **branding**, rather than **psychology**.
- We identify **communication** patterns, rather than **personality** traits.
- We tell you how the world sees you, rather than how you see the world.
- Instead of focusing on **strengths**, we uncover how each person is **different** and uniquely suited to excel in a “specialty.”
- Instead of fixing people, we highlight what people are already doing right.



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.

DISTINCTION MAP



HTF Product Offerings



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.



Individual & Small Group Solutions

Individual & Small Group

Fascination Advantage[®] Assessment (FAA)

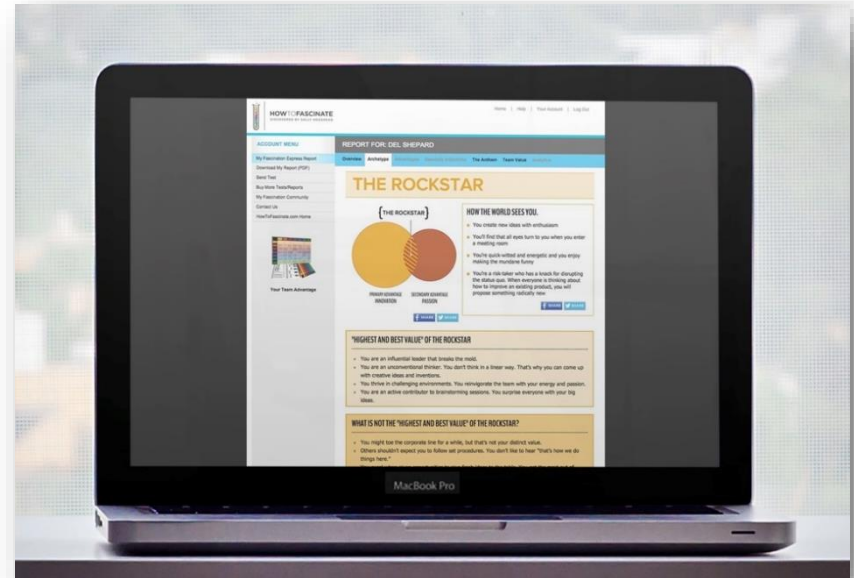


- Communication profile
- Based on marketing
- Great add-on to MBTI, DiSC, Strengths Finder, etc.

Individual & Small Group

Fascination Advantage[®] Express (FAE)

- Great lead generator
- Perfect for prospects



Individual & Small Group

One-Hour Personal Brand™ Strategy Kit



2 versions available:

- For professionals
- For students

Individual & Small Group

Ultimate Personal Brand™ Playbook



- 5-week course
- Perfect for coaching

Individual & Small Group

Best Team Ever™ Kit



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

Individual & Small Group

The Complete Fascination Business System



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

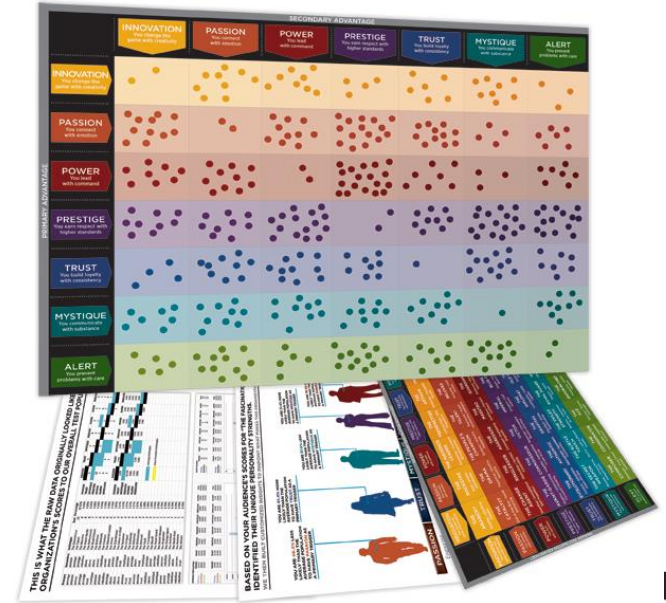


Large Group & Corporate Solutions

Large Group & Corporate

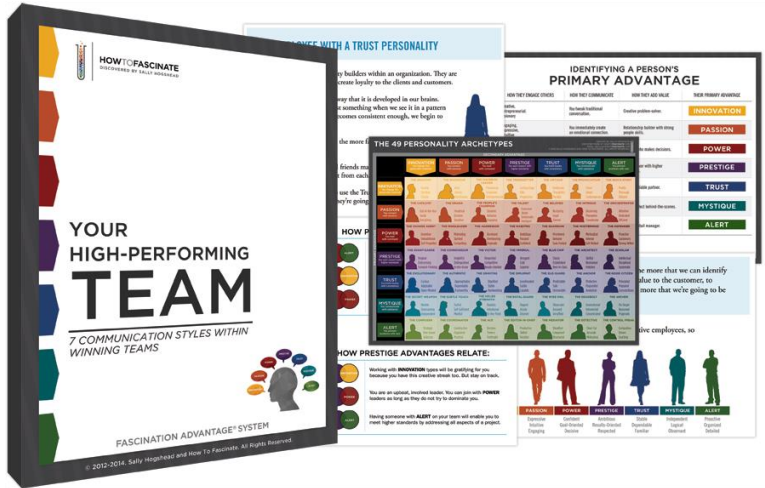
Your Team Advantage

- Perfect for teams of 20 or more
- Includes custom analytics
- Does not include assessments



Large Group & Corporate

Your High-Performing Team



- Perfect for leaders / managers
- Includes 20 assessments (with full report)

Large Group & Corporate

Leadership Bundle (BTE + YHPT)



- Perfect for team building, business owners & brand or marketing managers
- Includes activities and cheat sheets
- Includes 20 assessments (with full report)

Large Group & Corporate

Organizational and Public Training (LIVE)



IDEA INSTIGATOR

**The many ways How to Fascinate[®] is
being used in the marketplace.**

AMBA




Mandy O'Leary
Director of Client Development

Mandy O'Leary

The Talent

Mandy leads with a passion that connects emotionally while earning respect by consistently reaching high standards. She has that rare ability of understanding what's needed and matching that to the possible. Mandy oversees our client development team, ensuring that all client KPIs are met strategically and operationally.

FASCINATING CREATIVES


 **Tara Gentile**
March 20


Could every presenter, teacher, or facilitator be **FASCINATING** and engaging on stage? I think so!




I just finished putting together my presentation for the Content Producers, Hosts, and Channel Leads at CreativeLive (an online video education company). I'm teaching them how to recognize what Fascination Advantages/languages their instructors favor so that can coach them to create experiences and content that really allows those instructors to shine.

I'm using instructors (including myself!) to demonstrate the different advantages and show them what to look for whether they know their instructors archetype or not.

But every instructor can be a truly great instructor if we help them highlight their strengths & distinct advantages as a presenter.



 TARA GENTILE

every instructor fascinates in a unique way.	every instructor is going to find their Fascination language how they're most fascinated can coach them to su	
		

VISION VELOCITY MEDIA, LLC

Personalized Media Gallery

Something exciting is taking flight! We are in the process of providing **personalized high quality** stock media for you to use in your marketing materials. This exclusive gallery is based on and inspired by **your requests**. The **full gallery will launch in 2016** and full access will be available for a monthly fee in 2016.

Finally, **STOCK MEDIA** will be available that is **UNIQUE** to you & **YOUR VISION!** Click to



Send your requests to media@howyoustandout.com. Each month we will gather your personal insights and produce media files that fit the needs of the overall majority. Be sure to include **your Advantage®** in the subject line of your e-mail. We are **actively creating** media that complement the **7 Fascination Advantages®** in order to **enhance influence and increase engagement**.

Sign up for a **Sneak Peek** in the header above to start receiving **7 free media files** each month along with **updates** on how we are utilizing **science & art** to **empower distinction**. Don't miss out! The first 1,000 members will receive 20% off the monthly fee when access to the full gallery launches next year.

SAMPLE FCA COACHING PACKAGES

1 SESSION

HOW TO FASCINATE® OVERVIEW

Fascinate Advantage
Assessment® (FAA)

SAMPLE PRICING

Client Investment - \$250
FCA Earnings - \$222

2 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER

One-Hour Personal
Brand™ Strategy Kit

SAMPLE PRICING

Client Investment - \$500
FCA Earnings - \$382

4-5 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER
MARKETING STRATEGY

Ultimate Personal Brand™
Playbook

SAMPLE PRICING

Client Investment - \$1000
FCA Earnings - \$702

SPEAKING, TRAINING AND DEVELOPMENT



SAMPLE WORKSHOP OUTLINES

Half Day (3-4hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/DT
- Activity: Fascination Anthem Builder
- Wrap up

SAMPLE PRICING (20 participants)

Client Investment - \$2,500-\$5,000
FCA Earnings - \$2,056 - \$4,556

Full Day (7-8hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/DT
- Break
- Team Advantage + Team Heat Map
- Activity: Team Heat Map Analysis
- Break
- Activity: Fascination Anthem Builder
- Wrap up

SAMPLE PRICING (20 participants)

Client Investment - \$4,500 - \$10,000
FCA Earnings - \$4,056 - \$9,556

How to Price Your Packages

SAMPLE EVENT PRICING CALCULATOR

		Full Day	Half Day	Net Revenue (Full)	Net Revenue (Half)
Training Fee		\$ 6,650.00	\$ 3,650.00	\$ 6,650.00	\$ 3,650.00
Add-Ons (Heat Map. Coaching, Virtual Training)		\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00
Number of sessions	1				
Number of Participants	10				
FAA (over 25 = \$29 each)	10 * \$37	\$ 370.00	\$ 370.00	\$ 148.00	\$ 148.00
Custom Code	1	\$ 100.00	\$ 100.00		
Book (\$25 USD/\$32CDN)	8 *32 + \$50 shipping	\$ 310.00	\$ 310.00	\$ -	\$ -
Participant Guide - pdf (\$7)	8 *\$18	\$ 203.00	\$ 145.00	\$ -	\$ -
Compass	10*5	\$ 50.00	\$ 50.00		
Poster (\$50)	1	\$ 50.00	\$ 50.00		
Purolator		\$ -		\$ -	\$ -
Training Supplies (markers, flipcharts, post-it, tape)					
Training Costs		\$ 1,083.00	\$ 1,025.00		
Taxes		\$ -	\$ -		
Total Cost to Client		\$ 9,666.00	\$ 6,550.00		
Sub total		\$ 9,666.00	\$ 6,550.00	\$ 7,648.00	\$ 4,648.00
Travel Expenses		\$ -			
TOTAL		\$ 9,666.00	\$ 6,550.00	\$ 7,648.00	\$ 4,648.00

Consider:

- Travel Time
- Repeat Business
- Number of Events

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
HIGHER STANDARDS

ALERT

PRECISE DETAIL MANAGER

INNOVATION

UNTRADITIONAL PROBLEM-SOLVER

TRUST

STABLE, RELIABLE PARTNER

COMMUNICATE - 2 WAYS



I change the
game with
creativity

Innovation



I build loyalty
with
consistency

Trust

COMMUNICATING WITH OTHERS

Innovation	Passion	Power	Prestige	Trust	Mystique	Alert
Give space for autonomy	Allow time for expression of emotions and feelings	Focus on goals and plans	Present clear rewards	Rely on tradition and the past	Present facts	Define consequences



SMALL GROUP ACTIVITY 1 - OBJECTIVE

Practice applying the 7 Fascinate Advantage languages by identifying the distinct messaging each language has. Remember, you communicate at your best when you use your top 2 Advantages. For the purpose of this activity, we want you to apply only one Advantage (at a time) to the scenario to gain fluency in this Advantage.



SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break out into 7 Advantage groups – assign speaker/scribe.
- Each group will be assigned 2 Advantages.
- Prepare a pitch for a prospective client using your assigned Advantages demonstrating how, How to Fascinate® is the perfect solution to their problem.

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 objectives, 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 your Advantage.

Craft a pitch using your Fascinate Advantage.

Assign a speaker/scribe – capture script in Google doc.



EXAMPLE - PRESTIGE

THE LANGUAGE OF EXCELLENCE

RESPECTED, AMBITIOUS, RESULT-ORIENTED

PEOPLE WITH PRIMARY PRESTIGE EARN **RESPECT** BY
SETTING **HIGH STANDARDS**.



EXAMPLE - PRESTIGE

When using the Prestige Advantage to communicate be sure to:

- 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.

SAMPLE PITCH USING PRESTIGE

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.

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, AT&T 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.



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HOMEWORK

1. Create a your How to Fascinate® business development plan.
2. Complete your Affiliate paperwork.
3. Bring your Affiliate Username and Password to Friday`s session.
4. Complete the appropriate tax forms.
5. Email your address to: carrie@howtofascinate.com



What are you taking away?

**“The world is not changed by people
who sort of care.”**

Sally Hogshead