



FASCINATE

CERTIFIED ADVISOR





Welcome to the

FASCINATE CERTIFIED ADVISOR SALES TRAINING

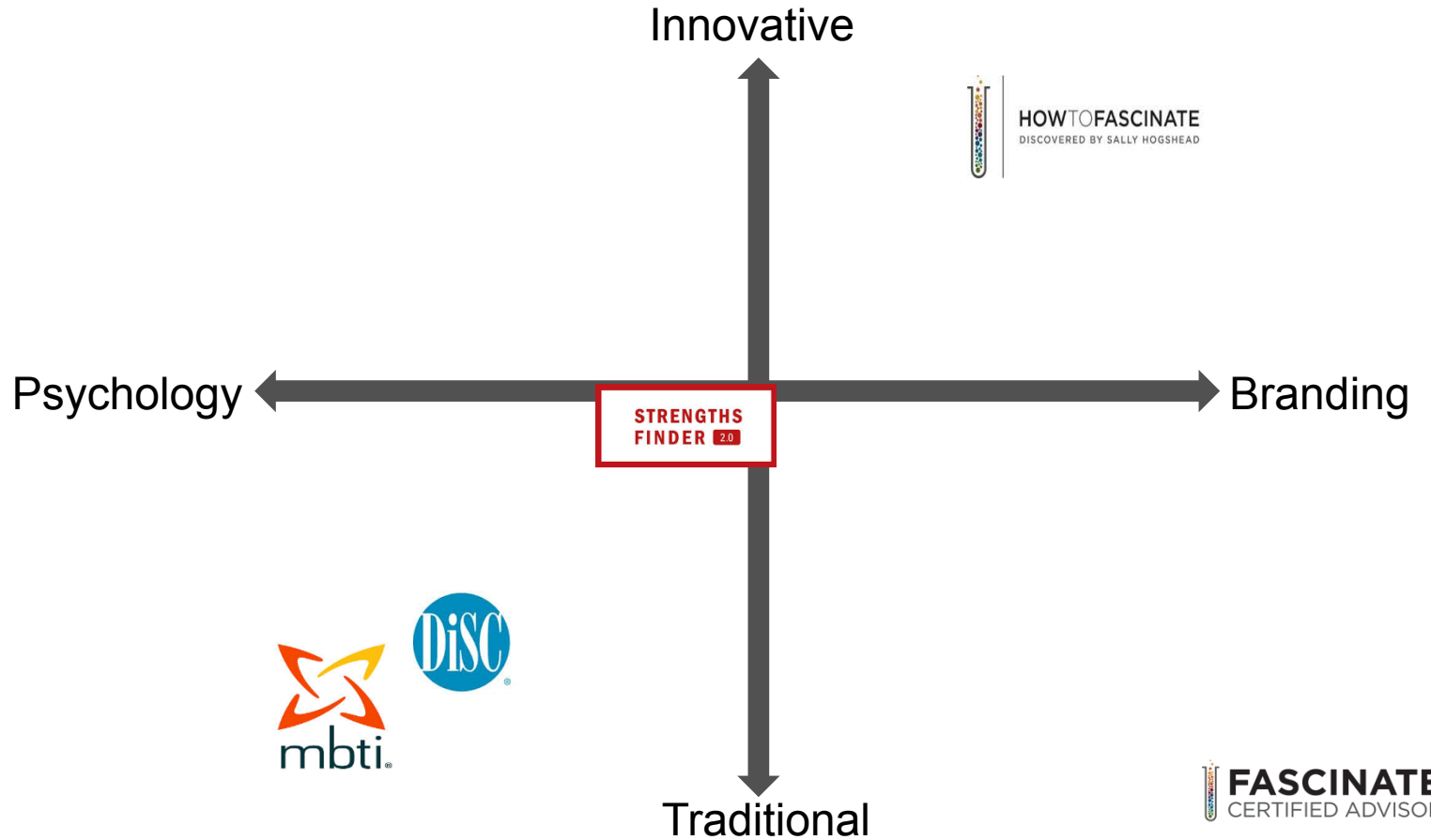


WHAT MAKES THE FASCINATE SYSTEM DIFFERENT?

- 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.



DISTINCTION MAP



IDEA INSTIGATOR

**The many ways How To Fascinate
is being used in the marketplace.**



BUSINESS PROFILES

Paul Lee, CPA

Professional Resource Level 2

"I bring Analytical Efficiency by thinking through all possible solutions to find the best one."



Siegfried

Areas of Specialization:

Business Valuations
External Audit
Financial Consolidations
Financial Planning & Analysis
General Ledger/Monthly Close
Project Budgeting

Paul is a Certified Public Accountant who creates success by utilizing his strong analytical skills and efficient project management strategy. He remains committed to delivering a high quality, exemplary work product and consistently earns loyalty from both his clients and his teams through his dependability.


"My Analytical Efficiency is the foundation that helps clients realize exceptional resolutions."

BUSINESS PROFILES




Nick Carreiro

The Sixth Man
Customer Loyalty Specialist

 ncarreiro@etereman.com

 414-586-9735

 Connect with Nick

What Makes Nick Awesome?

Personality Archetype: The Maestro

Primary Advantage: Power - Confident, Goal-Oriented, Decisive

Secondary Advantage: Prestige - Ambitious, Results-Oriented, Respected

Maestros are natural leaders. Not only do they excel at making decisions, they set high standards for themselves. What does this mean for you? Maestros get the job done - and well. You can count on them to aggressively pursue results and thoroughly resolve issues.

[Learn More About Fascination Archetypes >](#)



"The most important single ingredient in the formula of success is knowing how to get along with people."

Theodore Roosevelt



BUSINESS PROFILES

‘Kristen is a secret weapon - a quiet leader with surprising strength, tenacity and compassionate insight. She creates energizing conversation to push the limits of what people and organizations think they know. Kristen is passionate about supporting leaders that decide that it is up to them - that is it their responsibility to create the future success of their business and their life - and tenaciously choose to begin the process of busting down old beliefs and identities to learn what they need to learn to do so.’



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.



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

5 SESSIONS

HOW TO FASCINATE® OVERVIEW
ANTHEM BUILDER
MARKETING MESSAGE
VISIBILITY STRATEGY

Ultimate Personal
Brand™ Playbook

SPEAKING, TRAINING AND DEVELOPMENT





SAMPLE WORKSHOP OUTLINES

Half Day (3-4hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The Seven Fascination Advantages
- Break – 15 mins
- Activity: Seven Fascinate Advantages (con't)
- Effective Communication/Double Trouble
- Activity: Fascination Anthem Builder
- Wrap up

Full Day (7-8hrs)

- Fascinating Introductions/Icebreaker
- Fascination Advantage® system Overview
- Activity: The Seven Fascination Advantages
- Break – 15 mins
- Activity: Seven Fascinate 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


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.

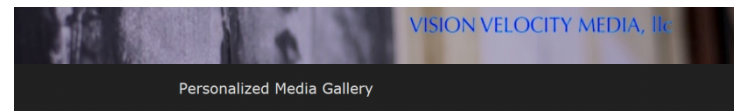
I'm using instructors (including myself) to demonstrate the different advantages and show them what to look for whether they know their instructors archetype or not.



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 and how they're most fascinated can coach them to success.	
TARA GENTILE	TARA GENTILE	TARA GENTILE



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.



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 (OHPB)

2 versions available:

- For professionals
- For students



INDIVIDUAL & SMALL GROUP ULTIMATE PERSONAL BRAND™ PLAYBOOK (UPBP)

- 5-week course
- Perfect for coaching



INDIVIDUAL & SMALL GROUP **BEST TEAM EVER™ KIT (BTE)**

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



INDIVIDUAL & SMALL GROUP **COMPLETE FASCINATION BUSINESS SYSTEM (CFBS)**

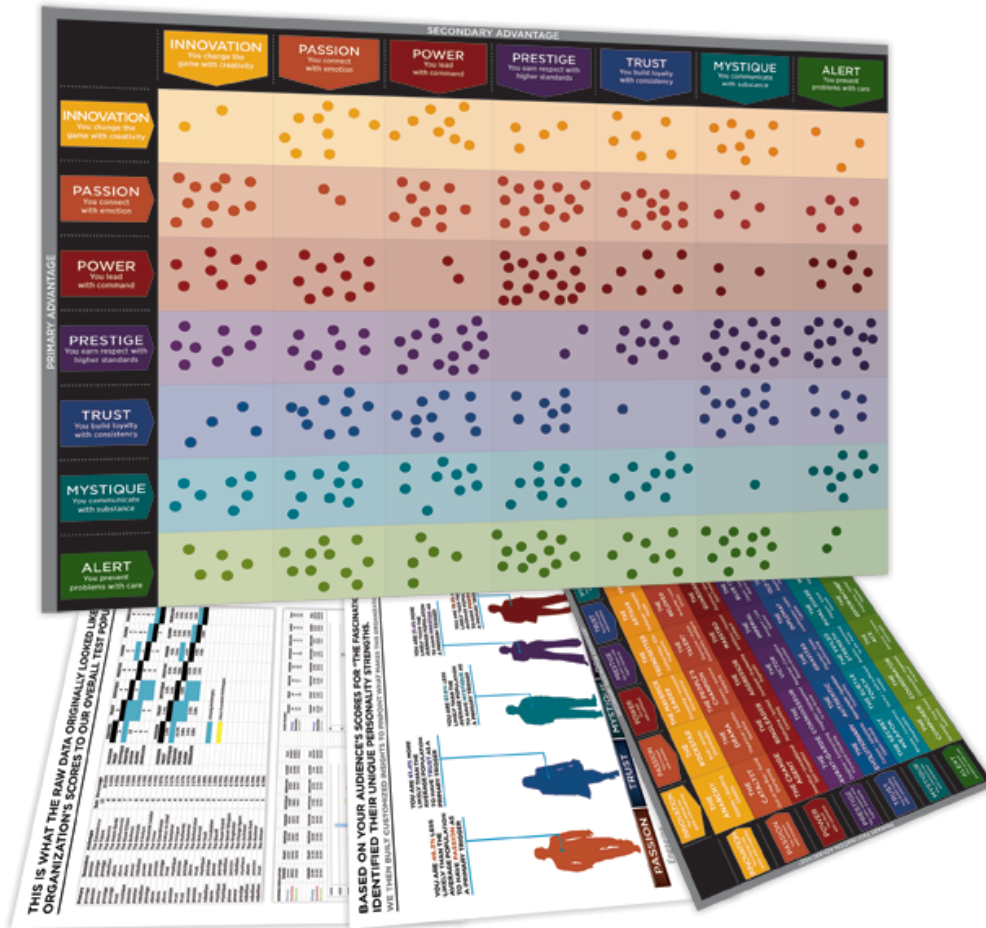
- Includes:
*Your High-Performing Team &
 Your High-Performing Brand*
- Perfect for entrepreneurs

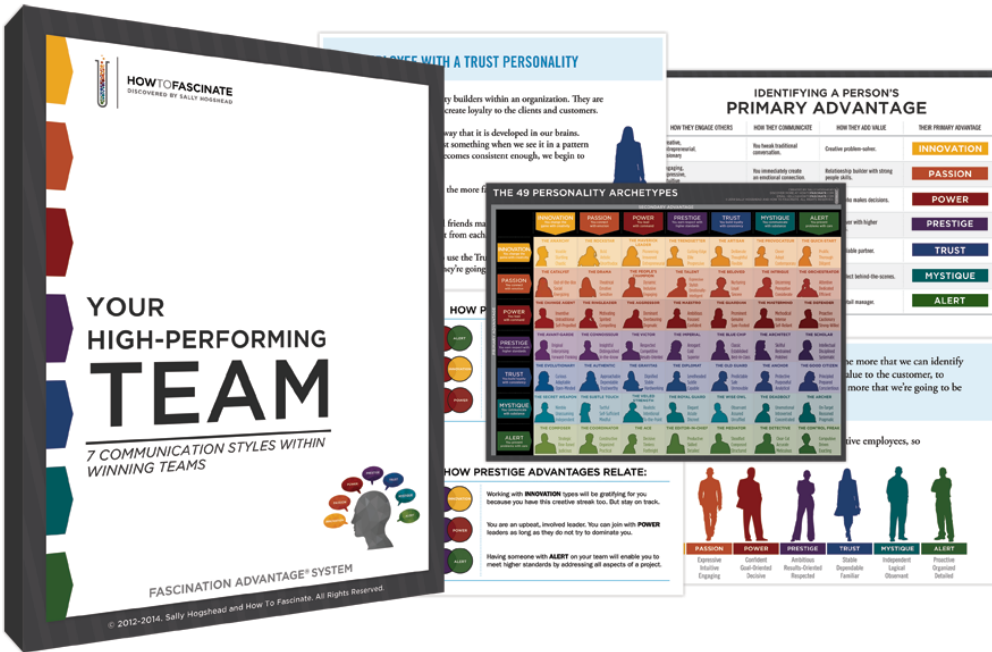


LARGE GROUP & CORPORATE SOLUTIONS

LARGE GROUP & CORPORATE **YOUR TEAM ADVANTAGE (YTA)**

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





LARGE GROUP & CORPORATE YOUR HIGH-PERFORMING TEAM (YHPT)

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



LARGE GROUP & CORPORATE YOUR HIGH-PERFORMING BRAND (YHPB)

- Perfect for business owners, brand or marketing managers
- Includes 20 assessments (with full report)



LARGE GROUP & CORPORATE
**ORGANIZATIONAL AND
PUBLIC TRAINING (LIVE)**

LARGE GROUP & CORPORATE **FASCINATION ACADEMY (FA)**

- Personalized, interactive and on-demand
- Features Sally Hogshead
- Includes Anthem instruction





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



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 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
- 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	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	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
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KEY CONTACTS

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