

# Certification Training

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## NEED TO KNOW DETAILS

Friday, February 20 + Saturday, February 21\*

*\*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)