

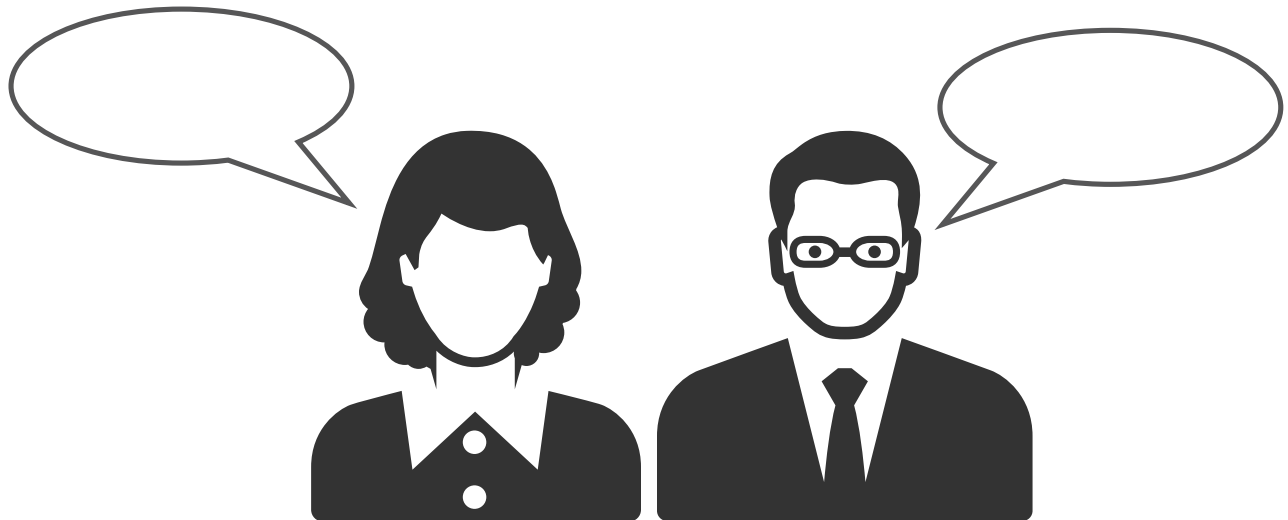


**HOWTOFASCINATE**  
DISCOVERED BY SALLY HOGSHEAD

# FASCINATE CERTIFIED ADVISOR TRAINING

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*FASCINATE ANTHEM BUILDER TRAINING SESSION*



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## FASCINATE ANTHEM METHOD

You do not have to be perfect at everything. But you do have to be extraordinary at something.

Your Anthem lights the way to your most extraordinary qualities, so that you can focus on what you naturally do best.

Your Anthem is a very short phrase, usually just two words long. It describes how you are different and what you do best. This is the fastest and easiest way to describe your distinct value. Think of it like a tagline for your personality.

## ANTHEM BUILDER POWER QUESTIONS

The following questions can be used when coaching a client using the How to Fascinate® system. Whether you're reviewing Fascinate Advantage Assessment results or helping a client build their Fascinate Anthem, this power question cheat sheet will help you and your client gain a deeper understanding and connection to their How to Fascinate® results.

Which of the three threats (distraction, competition, commoditization) do you face most often? Why? Of the three, which threat does the most damage to your business? Why? What's been your remedy?

Describe a at work success, high performance moment.

What happened? What did it feel like? What was the outcome? Who else was there? How did you work with them? How did your Advantage add value?

FCA: Listen for moments where Advantages are being demonstrated – do a playback.

Refer to top 5 Speciality Adjectives – can you make a link to your clients situation?

## ANTHEM BUILDER POWER QUESTIONS

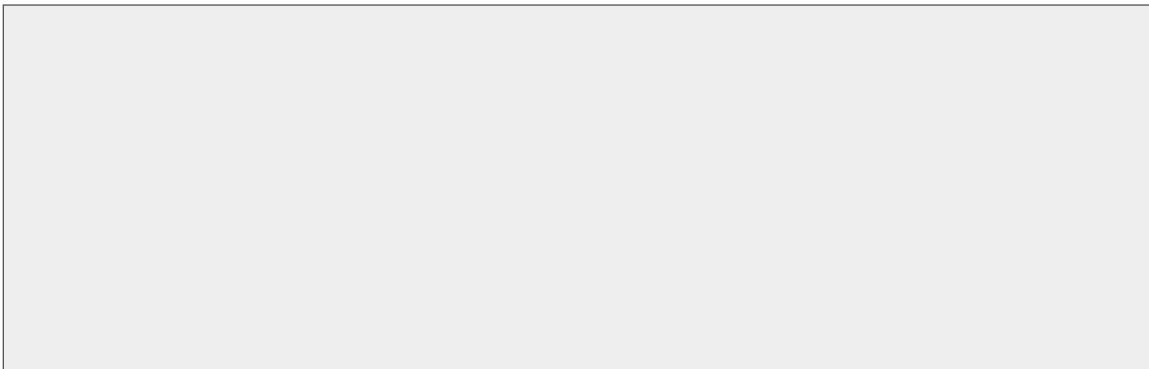
Describe a at work failure, low performance moment.

What happened? What did it feel like? What was the outcome? Who else was there? How did you work with them? What role did your Advantages play? Archetype? Dormant and Double Trouble?

FCA: Listen for moments where Advantages, Dormant or Double Trouble are being demonstrated – do a playback.



How do you add value to relationships? How could you be damaging relationships?



## ANTHEM BUILDER POWER QUESTIONS

Review your top 5 speciality adjectives. Pick 3 and reflect on how you've successfully demonstrated these. Be specific.

Referring to page 6 in your FAA 'One minute Coaching', review the tip. How does this apply to you? What circumstance or situation have you had that this tip is an example of?

What gets you up in the morning? Why does your work matter?

## ANTHEM BUILDER POWER QUESTIONS

Look back upon your career successes, name three in which you proactively created a successful outcome. Be specific, details are important.

When you look at the situations, what themes do you notice? What are the commonalities?

What specific skill, capability or expertise were you demonstrating? What was the outcome?

What data or factual evidence do you have to support your outcome? i.e 20% increase in sales.

## ANTHEM BUILDER POWER QUESTIONS

What did others say? What stories, testimonials or feedback from others do you have to support your outcome?

Think about your favorite client or your company's biggest struggles to gaining new business. What is their biggest problem?

If someone is going to hire you, or partner with you, or work alongside you in a team, you share some sort of mutual problem – the challenge, task or mission that you're joining forces to accomplish.

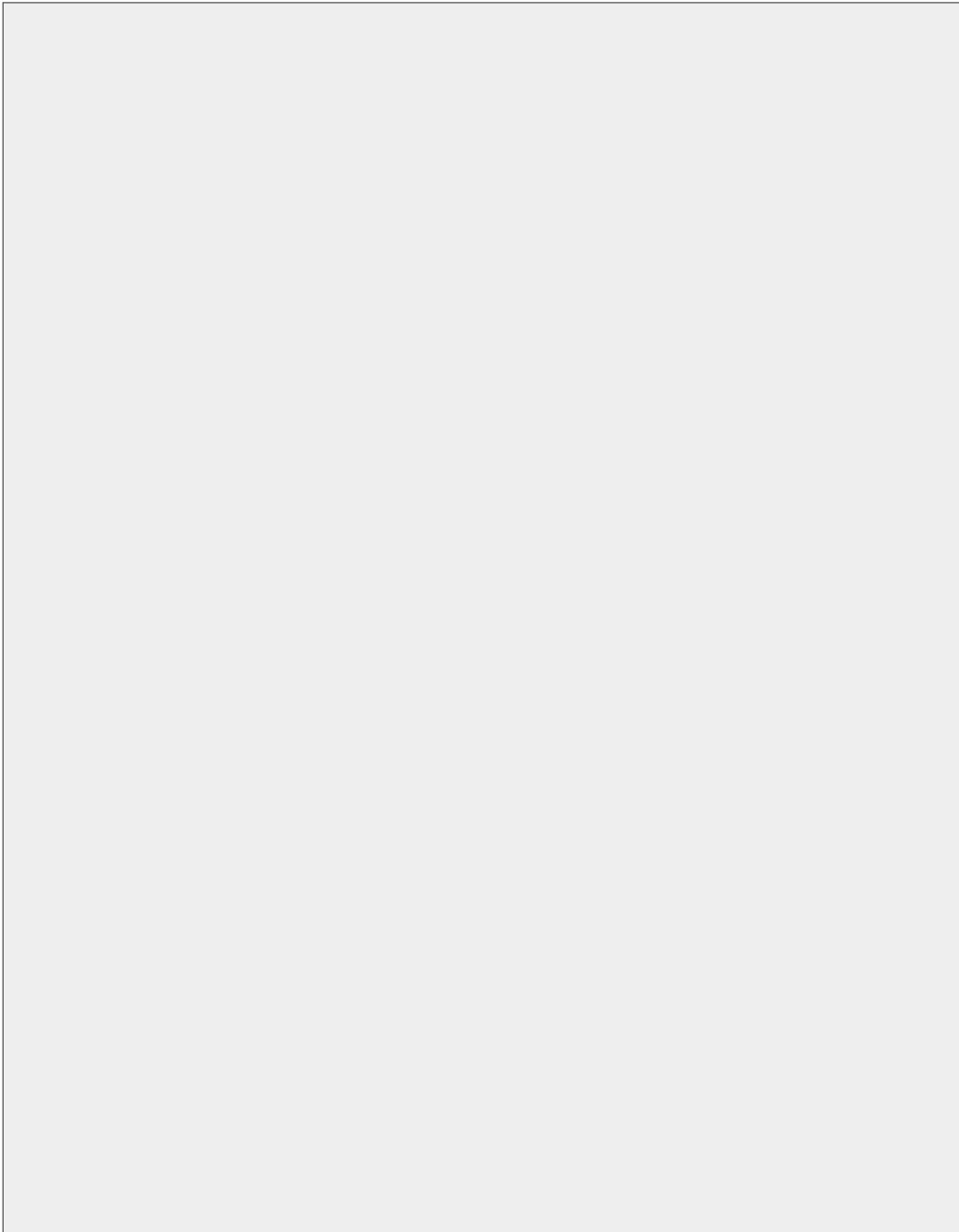
Identify the top three consequences your client/prospective client faces without you:

What are the potential consequences to this problem? Think about the worst possible outcome to not solving this problem. Sales decrease, lose clients, lost business etc.



## PEAK PERFORMANCE

Identify an event(s) where you have been at your best. These events can be something that happened in a moment or spanned over a period of time. It's important that your peak performance event is meaningful and memorable to you. Think back to your Wellspring. It's an experience that had you feel focussed, in the flow, energized or challenged. Write them here:



# FIVE QUESTIONS

## TO HELP PERFECT YOUR ANTHEM

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The following questions will help you think more tangibly and meaningfully about your Anthem once you've started creating it. We want to help you understand the different ways your Anthem will apply to your business and life.

The more precisely you can explain your Anthem, the more confident you'll feel when centering your communication around it.

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### 1. What is your Anthem?

First, the basics. This is the adjective / noun combination.

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### 2. What is a problem your clients face?

Describe a frequent issue or challenge or problem that you are hired to help solve. You might think of this as a "pain point."

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### 3. How does your Anthem solve this?

How does your Anthem help clients overcome this problem? We want to demonstrate how you immediately add value. Your Anthem helps you provide a solution.

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### 4. What's an example of how you've succeeded in the past?

When you look at your career, how has your Anthem helped you in the past? You might read through your bio and identify a few specific examples of how you have succeeded, and then link one of these examples to your Anthem.

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### 5. What's an example of how you'll succeed in the future?

When a client hears your Anthem, you want them to understand how you are different than everyone else, and how you will apply this to their business. How does your Anthem solve their problem(s)?

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## ANTHEM BUILDER WORKSHEET

**Step 1:** Turn to page 6 in Fascinate Advantage Assessment. Write down your 5 specialty adjectives.


**Step 2:** Turn to page 8 in Fascinate Advantage Assessment. Find your twin. Write down the top 3 adjectives of your twin.


**Step 3:** More words? Using the Matrix on page 8 in your FAA, go along your Primary and Secondary advantage. As you read these words, if any resonate with you or you like and find they describe you, write these words down.


**Step 4:** Review the adjectives listed above. Choose 3-5 that best describe how you are different.


## ANTHEM BUILDER WORKSHEET

**Step 5:** Review the Fascinate Asset/Noun list. Select 3-5 that describe what you do best.


**Step 6:** Match Maker

- Combine your adjective with your noun, to create a pairing of two words.
- Take your adjective (how you are different) and your noun (what you do best) and write your possible options below.
- Create options - put all possible combinations together.

Adjective	Noun	Example

## ANTHEM BUILDER WORKSHEET

**Step 7:** Referring to Step 6 - Match Maker, select your top three adjective/noun (do different/do best) pairings.


**Step 8:** Select your Anthem and complete one of these sentences:

- “In my distinct value I deliver \_\_\_\_\_.”
- “If you need someone who delivers \_\_\_\_\_, I can help.”
- “Even when things get tough, I promise to give \_\_\_\_\_.”

**Anthem:**

Do Different	Do Best

**Step 9:** Secondary pairings to your Anthem. These are your runner ups to your Anthem. You’ll be using them later as your ‘value adds’ in your Anthem Statement.

Do Different	Do Best

## Noun bank

### GENERAL

- Accuracy
- Attitude
- Awards
- Brainstorming
- Character
- Communication
- Creativity
- Credentials
- Energy
- Experience
- Expertise
- Flexibility
- Follow-Through
- Ideas
- Influence
- Insights
- Mindset
- Network
- Precision
- Problem-Solving
- Relationships
- Reputation
- Results
- Skillset
- Solutions
- Stamina
- Standards
- Team-Building
- Tenacity
- Thought-Leadership
- Vision
- Work Ethic

### FINANCE/SALES

- Selling
- Management
- Business
- Negotiations
- Banking
- Profits
- Sales
- Goals

- Leverage
- Investments

### NONPROFIT

- Development
- Initiative
- Conservation
- Integration
- Strategies

### ADMIN/TRAINING

- Objectives
- Protection
- Specialist
- Procedure
- Policies
- Relations
- Management
- Programs
- Training
- Collaboration

### MARKETING

- Writing
- Presentations
- Entertainment
- Marketing
- Trends
- Techniques
- Designs
- Communication
- Pizzazz

### TECHNICAL

- Solutions
- Programs
- Procedures
- Analysis
- Assistance
- Operations
- Logistics
- Maintenance
- Specifications
- Mechanics
- Engineering

- Synergy

### LEADERSHIP

- Management
- Accountability
- Achievements
- Principles
- Leadership
- Coaching
- Framework
- Engagement
- Experience
- Mentoring

### OTHER

- Action
- Approach
- Attention
- Awareness
- Certainty
- Community Building
- Connection
- Direction
- Efficiency
- Excitement
- Execution
- Imagination
- Ingenuity
- Initiative
- Inspiration
- Interaction
- Knowledge
- Management
- Network
- Originality
- Participation
- Play
- Precision
- Readiness
- Resourcefulness
- Stimulation
- Structure
- Style
- Understanding

**Need more options than the list we provided? Don't forget about your trusty thesaurus. It's always happy to help.**

## FCA FEEDBACK WORKSHEET

What would you tell a colleague about the coaching you received from your FCA?

What feedback can you provide on what your FCA did well?

What feedback can you provide on what your FCA can do differently?

What's the one thing you're taking away from your coaching experience with your FCA?

## 3 STEP ANTHEM STATEMENT BUILDER WORKSHEET

<b>Step 1</b>	Who are you? Title or Archetype	
<b>Step 2</b>	What's your core speciality? State your Anthem.	
<b>Step 3</b>	How do you deliver your Anthem? Secondary pairings to Anthem.	
<b>Bonus (optional)</b>	Who do you serve? Name your audience, client or listener. or How do you solve their problem/results they can expect?	

### Create your Anthem Statement:



## ANTHEM STATEMENT - BREAKDOWN

### Who are you? (Look no title, Archetype)

I am THE MAESTRO. A born project leader, I create focused solutions through an ambitious brainstorming process. My expertise lies in my ability to get results quickly.

### Anthem

I am THE MAESTRO. A born project leader, I create focused solutions through an ambitious brainstorming process. My expertise lies in my ability to get results quickly.

### Secondary pairs to Anthem

I am THE MAESTRO. A born project leader, I create focused solutions through an ambitious brainstorming process. My expertise lies in my ability to get results quickly.

### Results they can expect

I am THE MAESTRO. A born project leader, I create focused solutions through an ambitious brainstorming process. My expertise lies in my ability to get results quickly.

## ANTHEM STATEMENT - BREAKDOWN

### Who are you? (Look no title, Archetype)

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

### Anthem

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

### Secondary pairs to Anthem

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

### Target market / Audience

I am THE ANCHOR. I empower my clients and colleagues by providing observant insights and seeing where we can go from there. I offer rational thought-leadership and an unruffled attitude.

## **THE LEGAL STUFF...**

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