



THE 5 QUESTIONS:

**A QUICK GUIDE TO REFINING
YOUR ANTHEM, AND APPLYING
IT TO GROW YOUR BUSINESS**



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DISCOVERED BY SALLY HOGSHEAD

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1: What is your Anthem?



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2: What is a common example of a problem that your customers face?

How do you help customers overcome this problem? We want to demonstrate how you immediately add value to their pain points. Your Anthem helps you provide a solution.



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3: How does your Anthem help you solve this problem?

How do you help your customers overcome their challenges?



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4: What's a specific example of how you have succeeded in the past by applying your Anthem?

When you look at your career, how has your personality helped you in the past?



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5: What's a specific example of how you can apply this in the future?

Help customers and team members quickly understand how you will bring value to their business.



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THE ACE

Decisive | Tireless | Forthright

ALERT

POWER

MY ANTHEM:

TIRELESS

WORK ETHIC

A vertical decorative bar on the left side of the page, composed of seven horizontal segments of different colors: yellow, orange, red, purple, blue, teal, and green. Each segment has a pointed right edge.

KEVIN'S ANSWERS TO THESE 5 QUESTIONS




1: What is your Anthem?

Tireless work ethic



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2: What is a common example of a problem that your customers face?

Typically there are goals to be attained with a certain timeline. Deadlines are set and need to be met.



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3: How does your Anthem help you solve this problem?

My anthem allows me to go the extra mile and do whatever it takes to attain desired goals and meet deadlines.




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4: What's a specific example of how you have succeeded in the past by applying your Anthem?

On a recent project, the customer of my engagement team moved up the deadline to file financials. In order to assist in meeting the newly established deadline, I was able to increase my workload, work extremely long hours, and push myself to the limit (even beyond). The financials were filed on time.




5: What's an example of how you will apply this with future customers to achieve a better result?

If there are tasks to be completed or goals to be attained, I will do whatever it takes to ensure success and that deadlines are met.



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**STILL STUCK? HERE'S THE
SIMPLEST, FASTEST WAY TO
APPLY YOUR ANTHEM TO YOUR
PERSONAL BRAND.**



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ANTHEM STATEMENT COPY:

I deliver (Anthem).

You need (Anthem) because (insert current problem).

Right now, having someone who is (insert adjective) is key to your success.

Few people can provide (Anthem) the way I can. And that is why I am the perfect solution to your problem.



ANTHEM MARKETING COPY:

I deliver **Strategic Solutions**.

You need **Strategic Solutions** because **without strategy, teams get off course**.

Right now, having someone who is **strategic** is key to your success.

Few people can provide **Strategic solutions** the way I can. And that is why I am the perfect solution to your problem.



ANTHEM MARKETING COPY:

I deliver **Forward-thinking Creativity**.

You need **Forward-thinking Creativity** because **without it, your company gets stale, your product becomes commoditized, and the competition wins.**

Right now, having someone who is **forward-thinking** is key to your success.

Few people can provide **Forward-thinking Creativity** the way I can. And that is why I am the perfect solution to your problem.

