



FASCINATE

CERTIFIED ADVISOR





Welcome to the

FASCINATE CERTIFIED ADVISOR TRAINING SESSION!

Session 3

Friday September 15



AGENDA/OBJECTIVES

- Have the words to describe your distinct value.
- Create your personality tagline using the Fascinate Anthem method.
- Get hands on, practical experience using Fascinate Anthem Brand Builder.

What is an Anthem?



ANTHEM IS...

- Your Anthem lets them know why you're the perfect solution to their problem.
- Delivers a specific and distinctive benefit.
- Simple to remember, easy to communicate, and incredibly useful to apply.
- Explains what you do best and what makes you different.



FASCINATE FUNDAMENTALS

1. **Distraction:** an Anthem “front-loads” your value to get your listener’s attention immediately.
2. **Competition:** an Anthem differentiates you from your competition. Different is better than better.
3. **Commoditization:** an Anthem describes your soft skills. It’s about personality, not just technical skills.

FASCINATE ANTHEM[®]

1) THE ADJECTIVE



2) THE NOUN



Sample Anthems

THE VICTOR
**EXEMPLARY
EXPERTISE**



THE TRENDSETTER
**AMBITIOUS
CREATIVITY**

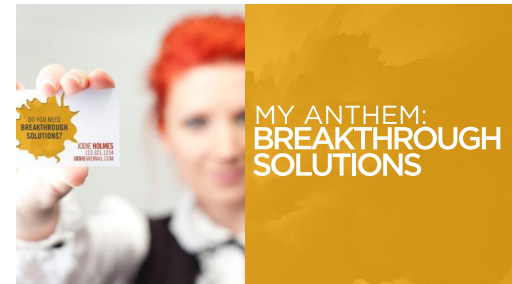
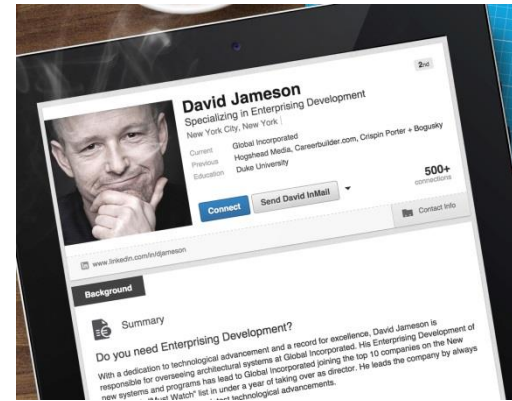
THE ORCHESTRATOR
**PRACTICAL AND
ENERGIZING
SOLUTIONS**

THE CHANGE AGENT
**INSPIRING
LEADERSHIP**

THE ARCHER
**UNDER THE RADAR
PROBLEM SOLVING**

APPLY YOUR ANTHEM STATEMENT

- Linked-In Profile
- Business Card
- Email Signature
- Employee bios
- Facebook



A WORD FROM ONE OF OUR FCA'S:

'Anthems really, really work. Yesterday, I launched my business coaching program with a webinar on finding your "Chief Initiative" -- a goal you can use to organize all of your other to-do's and to-accomplishes in your business and find relief from the day-to-day craziness.

A viewer just said, "I have to admit, that was intense. Best to watch it with your full attention." Yep, that's how a Maestro with an Anthem of "Intense Goal-Oriented Leadership" rolls.

Also, I had the **best single sales day ever** in my business. Coincidence? Not hardly. Today **I'm helping my business coach trainees craft their very first Anthems** and I couldn't be more excited to start off the call with that story!

Tara Gentile

Entrepreneur

www.taragentile.com



POLL

Building your Anthem was:

1. A piece of cake – got it my first try.
2. Getting a PH.D. would be easier – I need help!
3. Just like inventory, it's a work in progress.

Anthem Builder Coaching Practice

BREAK OUT – PAIRS ACTIVITY

Objective:

- Build or validate your Anthem.
- Get hands on Anthem Building coaching practice.

Break out into assigned pairs.

- 1 Person = Client + 1 Person = FCA.
- Take turns to coach building an Anthem.
- Anthem building (15 mins) + FCA coaching feedback (2 mins), then switch.

BREAK OUT – PRACTICE COACHING

Build an Anthem

- Complete Anthem Builder Worksheet Page 11-14

Validate an Anthem

- Review your top speciality adjectives. Select 3 and reflect on how you've successfully demonstrated these.
- Peak Performance – share a story demonstrating your Anthem in action. Page 9
- Ask 3-5 of any of the Anthem Power Builder Questions: Page 4 - 8

BREAK OUT – MATERIAL

- Bring your Anthem
- FCA Participant Workbook
- Fascinate Advantage Assessment

YOUR ANTHEM STATEMENT

Your Anthem Statement

- “My highest distinct value is my ability to deliver [your Anthem].”
- “If you need someone who delivers [your Anthem], I can help.”
- “Even when things get tough, I promise to give [your Anthem].”

Perfect your Anthem Coaching Practice

BREAK OUT – PRACTICE COACHING

Perfect your Anthem

- Understand the different ways your Anthem will apply to business and life
- Use FIVE QUESTIONS to help perfect your Anthem on page 10 to think more tangibly and meaningfully about your Anthem.
- You have 40 mins for the whole activity. 20 mins each for Perfect your Anthem coaching practice.

EMPLOYEE BIO'S

Paul Lee, CPA

Professional Resource Level 2

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

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."

Siegfried



Nick Carreiro

The Sixth Man
Customer Loyalty Specialist

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 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 >](#)

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

Theodore Roosevelt

CURRENT FCA



PROFESSIONAL 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.’*

CURRENT FCA



Hi! I'm Janette. I'm an e-commerce advocate and digital influencer. At my highest value, I provide *independent insights* through consultation, e-learning content development, and talks on e-commerce, digital marketing, and leadership.

Share your Anthem

**I'm the (insert Archetype).
In my distinct value I deliver
(insert Anthem).**



What are you taking away?

END OF THE DAY RECAP

- Learned how to build an Anthem.
- YES!!! You have the words to describe your distinct value.
- Hands on, practical coaching experience using Fascinate Anthem Builder.

**“The most powerful way to empower
someone is to show them their own
highest value”**

Sally Hogshead