



HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

# THE 7 LANGUAGES OF FASCINATION

PREPARED FOR RODAN + FIELDS CONSULTANTS



RODAN+FIELDS®

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## HOW IS RODAN + FIELDS MOST LIKELY TO IMPRESS AND INFLUENCE THE PERSON SITTING ON THE OTHER SIDE OF THE TABLE?

In a distracted and competitive market, it's not your customer's job to know what makes you different. It's not your consultants' responsibility to figure out what makes you valuable. Cut to the chase. Get to the bottom line.

### STAND OUT, OR DON'T BOTHER.

To become more successful, you don't have to change who you are. You have to become more of who you are. By creating an Anthem that truly resonates with your core message (and unique ability to add value), you can create better relationships, grow your business, and become intensely valuable to those who matter most.

An Anthem is simple to remember, easy to communicate, and incredibly useful to apply.

It describes **how you are different**, and **what you do best**.

Once you've created an Anthem, you can immediately begin applying it to your work and life to start transforming your business and increasing sales.

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### Think of your clients, or prospective consultants. Ask yourself...

- ▶ **What is their main problem, challenge, or pain point?**
- ▶ **How are YOU the perfect solution to this problem?**

**Your Anthem describes how you are their perfect solution. It helps you position yourself as the ideal answer to their worst problem.**

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In this packet you'll find sample Anthems for every personality type. These Anthems were created based on Rodan + Fields personal selling statements.

# INNOVATION

## THE LANGUAGE OF CREATIVITY

### SAMPLE ANTHEM:

Imaginative Ideas

### WHAT INNOVATION SOUNDS LIKE:

**Product:** “Rodan + Fields has trained nurses and product experts to offer you custom support. They are your source for skincare questions and product advice.”

**Recruitment:** “Today’s social economy shifts power from corporations to individuals. As a Rodan + Fields Consultant, you get substantial income potential with minimal upstart costs.”

# PASSION

## THE LANGUAGE OF RELATIONSHIP

### SAMPLE ANTHEM:

Expressive Communication

### WHAT PASSION SOUNDS LIKE:

**Product:** “It feels amazing to have great skin! When you love your skin, you can be more engaged in your whole life.”

**Recruitment:** “As a Rodan + Fields Consultant, I live the life of my dreams every day. I want you to experience that freedom, too!”

# POWER

## THE LANGUAGE OF CONFIDENCE

### SAMPLE ANTHEM:

Confident Solutions

### WHAT POWER SOUNDS LIKE:

**Product:** “I know this product is the solution you’ve been looking for. And if, for any reason, you are not completely satisfied, you can return the product within 60 days for a full refund.”

**Recruitment:** “The power of the Rodan + Fields Business System is already evident. In 2007 Rodan + Fields was a leader in the industry. Now, Rodan + Fields consultants have made the company bigger and better than ever before.”

# PRESTIGE

## THE LANGUAGE OF EXCELLENCE

### SAMPLE ANTHEM:

Competitive Results

### WHAT PRESTIGE SOUNDS LIKE:

**Product:** “There is no other product on the market that can deliver the results you will see with Rodan + Fields products. If you want intelligent skincare, Rodan + Fields is the only brand you need.”

**Recruitment:** “Rodan + Fields consultants are the leaders in web, mobile, and social technology in both the beauty and direct selling industries. The product line is unrivaled and the benefits of representing Rodan + Fields are best-in-class.”

IMAGINE FASCINATING YOUR PROSPECTS; THEY HANG ON YOUR EVERY WORD.  
CREATE YOUR FASCINATION ANTHEM™ TO ENSURE YOUR MESSAGE IS HEARD.



# TRUST

THE LANGUAGE OF STABILITY

## SAMPLE ANTHEM:

Steady Dependability

## WHAT TRUST SOUNDS LIKE:

**Product:** “Rodan + Fields is founded by world-renowned dermatologists, the creators of Proactiv® Solution, for real results at home without injections or other invasive procedures.”

**Recruitment:** “Rodan + Fields is the first prestige skincare line to leave department stores for direct selling. We now have thousands of independent business owners and a step-by-step business system.”

# MYSTIQUE

THE LANGUAGE OF LISTENING

## SAMPLE ANTHEM:

Smart Questions

## WHAT MYSTIQUE SOUNDS LIKE:

**Product:** “What if you had world-famous dermatologists design products with just the right ingredients, in the right formulations to transform your skin?”

**Recruitment:** “What if you could get a step-by-step business model, providing substantial income potential, with minimal upstart costs?”

# ALERT

THE LANGUAGE OF DETAILS

## SAMPLE ANTHEM:

Detailed Delivery

## WHAT ALERT SOUNDS LIKE:

**Product:** “Rodan + Fields products use the right medicines and active cosmetics, in the right formulations, in the right order.”

**Recruitment:** “Rodan + Fields gives step-by-step foundations to financial freedom.”



**CREATE YOUR FASCINATION ANTHEM™ TO ENSURE YOUR MESSAGE IS HEARD.**