



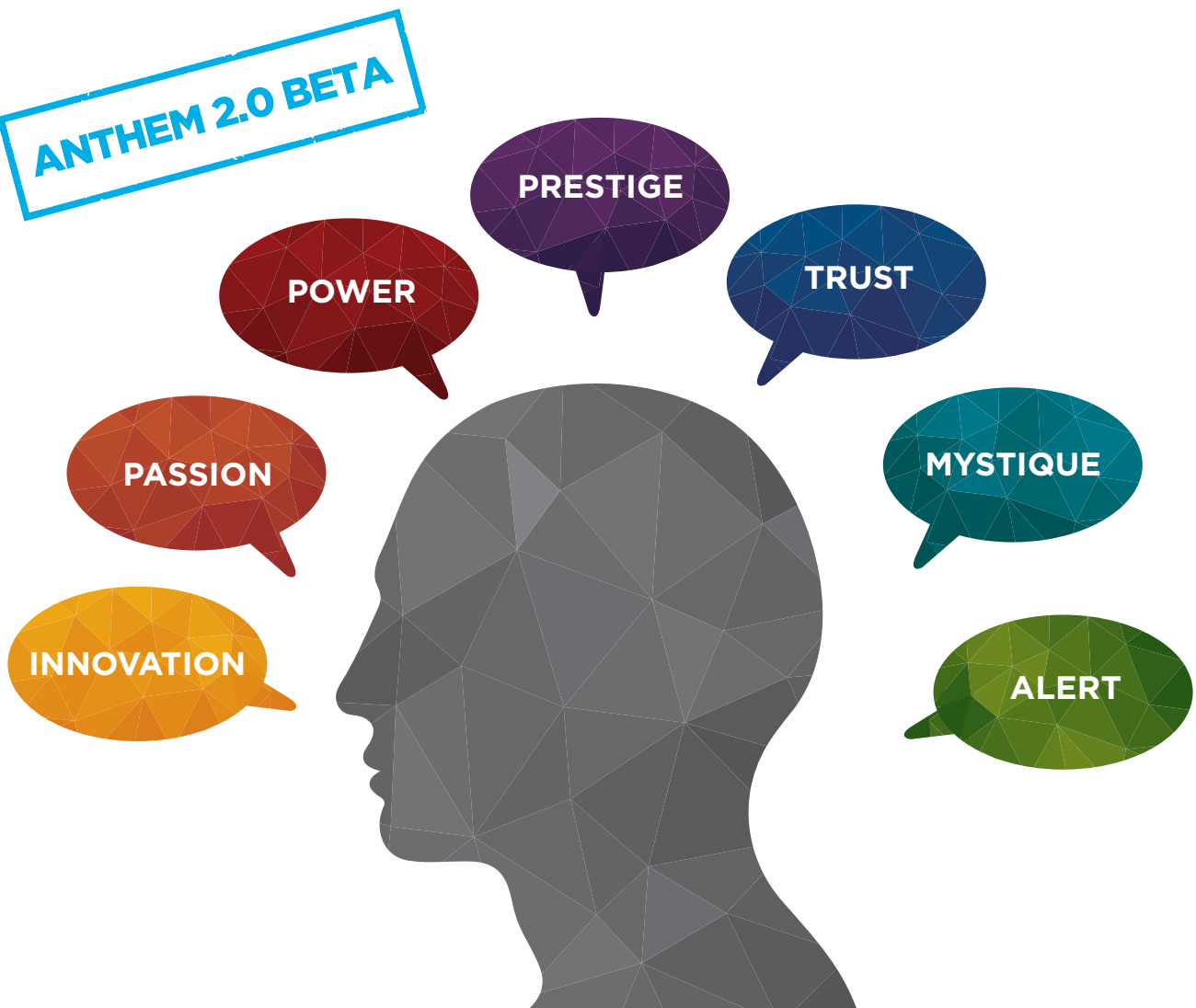
HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FASCINATION ANTHEM BUILDER 2.0 WEEK 4

LIVE YOUR ANTHEM



ANTHEM 2.0 BETA



PART OF THE **FASCINATION ADVANTAGE®** SYSTEM

LIVE YOUR ANTHEM

You've reached week 4, the bread and butter of putting your new Anthem into action.

Your Anthem is the shortcut to how you are most likely to add distinct value to your co-workers, customers, and your company.

Few people know how to front-load their value. (I want you to be one of those who do.)

REMEMBER:

It's not your manager's responsibility to figure out how you can help solve a problem. It's not your client's job to know what makes you different. Same goes for your co-workers, your customers, and your audience. Don't expect them to automatically recognize your value. It's not their job. It's yours. Cut to the chase. Get to the bottom line. Make it easy for your listener to understand what you're offering. If this news makes you feel stressed or confused, that's understandable. Now the pressure is on you, rather than on your listener. **Your Anthem is immediate shorthand for how your personality is primed to add value.** This is the heart of a strong first impression, and lasting loyalty.

**Here's one of our favorite tips from NY Times How The World Sees You by Sally Hogshead, Bestseller.*

Now that you've had time to try your Anthem out in a few scenarios, let's evaluate how well it fits your communication style.

INSTRUCTIONS

The following questions will help you think more tangibly and meaningfully about the Anthem you created in module 3. We want to help you understand the different ways your Anthem will apply to your business and life.

The more specifically you can explain your Anthem (and what drew you to those specific words), the more confident you'll feel when centering your communication strategy around it.

1. WHAT IS YOUR ANTHEM?

First, the basics. This is the noun/adjective combination you created last week. You can still continue to tweak and revise later if it isn't quite right. But for now, write your choice below. If you still don't have an Anthem nailed down yet, fill out your "**Find an Anthem**" worksheet. Once you're done, come back to the module and fill it in.

What is your Anthem?

2. IDENTIFY A PROBLEM YOU SOLVE

Think about your company and your favorite clients. 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.

Now think about your co-workers. Again, ask yourself:

What is their main problem, challenge, or pain point?

How are YOU the perfect solution to this problem?

Are you known as the go-to person to help with relationship problems? Maybe people come to you for help analyzing data, or mediating tension.

Think very specifically about how you've helped others in the past, and how your Anthem will immediately explain how you add value in every situation.

3. SOLVING THEIR PROBLEM

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

For instance, if your Anthem was ORGANIZED MANAGEMENT, people might always come to you for a detailed plan on how to bring order into a chaotic business structure.

How do you use your Anthem to solve their problem?

WEEK 4

YOUR ANTHEM MAKE YOU THE PERFECT SOLUTION TO THEIR PROBLEM

When you create an Anthem that truly resonates with your prospects, they respond immediately.

Example: For instance, here's how an entrepreneur described herself before doing the Anthem exercise:

BEFORE:

I am a Career coach who can take your business to the next level.

That's a little vanilla, right? It doesn't really explain why someone should work with her. This statement focuses on what she does but doesn't explain how she adds value.

AFTER:

ARE YOU LOSING BUSINESS BECAUSE THERE'S NO CUSTOMER LOYALTY? I CAN TAKE YOU FROM TRANSACTIONS TO TRANSFORMATIONS.

After completing the Anthem exercise, her marketing response rapidly increased in the twenty-four hours after using this Anthem.

Why? Her new tagline very clearly articulates the opportunities that she is uniquely suited to address. It didn't just describe "what she did," it described "who she was." You can improve results when you fascinate your target audience by immediately showing them why they should work with you.

4. YOUR PAST SUCCESS

When you look at your career and life, how has your Anthem helped you in the past (even if you didn't have the words yet to describe it)? 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.

What's an example of how you've used your Anthem to succeed in the past?

5. YOUR FUTURE SUCCESS

Your Anthem is a promise of what you provide.

When a client hears your Anthem, you want them to understand how you're different than everyone else, and how you'll apply this to their business.

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

Example: Recently during a *Fascinate Certified Advisor* training session, one of our advisors created the Anthem **GROUNDBREAKING IDEAS**. During the session she really honed in on what that meant for her business. Before coming to the training she was really interested in helping small business find their voice, but didn't know how to make it a business model.

Now, her **GROUNDBREAKING IDEAS** allow her to add value to each client. She hosts brainstorming sessions in rooms covered with white boards. This advisor went from having a general idea of how she adds value, to putting her Anthem into action to help clients the best way she can.

MY ANTHEM:
**GROUNDBREAKING
IDEAS**

Now that you've answered these questions, do you feel like your Anthem describes you?

Next week we'll be digging into the tangible ways you can add your new Anthem to every communication - Everything from internal meetings to online marketing.



To get you started, fill out the “Apply your Anthem” worksheet now. You'll start to see how these concepts will take shape next week.

When you feel confused, and not sure exactly how to communicate, you can always come back to your Anthem.

Are you walking into a job interview, and not sure what type of person they're looking for? Are you joining a new organization, and don't know anyone yet? When negotiations deteriorate, or your career throws you a curve, come back to your Anthem. Your Anthem is your home base.

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FIND AN ANTHEM

THAT FITS BOTH WORK *AND* LIFE

Q: Should I create more than one Anthem? I'm not the same at home as I am at work.

A: If you haven't found the perfect Anthem to fit both needs, then you haven't found the right Anthem, yet.

INSTRUCTIONS:

Make a list of times you've felt extremely accomplished at work. Next, make a list of times you've felt extremely accomplished at home. Think about the connection between them. Were you extremely detail-oriented in both situations? Maybe each scenario required you to be a passionate advocate for something.

Once you've started to see the traits that are common in both, look at adjectives and nouns that create the same type of feeling. You'll have a perfect Anthem for both in no time.

ACCOMPLISHMENTS AT WORK

ACCOMPLISHMENTS AT HOME

APPLY YOUR ANTHEM:

TO MARKETING, YOUR RESUME, SOCIAL MEDIA AND SO MUCH MORE

Here is a simple way you can apply your Anthem today.

REWRITE YOUR PROFESSIONAL BIO

Use this sample script to work your Anthem into your bio or About page. You will need to identify a specific problem (a pain point) that your ideal customer has and how you are uniquely suited to solve that problem.

“I deliver (Your Anthem). You need (Your Anthem) because of (Insert Current Problem).

Right now, having someone who is (Insert Adjective) is key to your success.

Other people do not provide (Your Anthem) and as a result, you’ll probably experience (Pain Point).

That is why I am the perfect solution to your problem.”

NOW YOU TRY:



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FASCINATION ANTHEM BUILDER 2.0 WEEK 5

YOUR ANTHEM IN ACTION



ANTHEM 2.0 BETA



PART OF THE **FASCINATION ADVANTAGE®** SYSTEM

YOUR ANTHEM IN ACTION

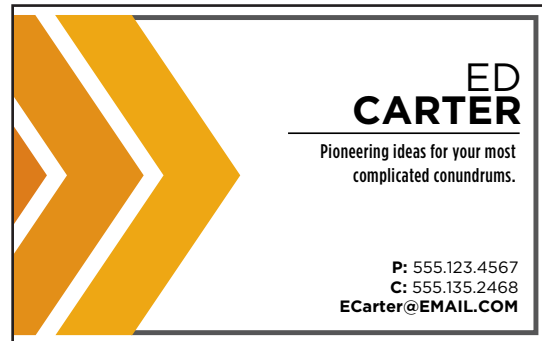
We've reached the end of our journey together. It's time to try out some real-world application for your brand new Anthem!

Once you know your Anthem, you can apply it in a very practical way, every day.

If you're interviewing for a job, or making a presentation to your team, of course you'd love to have all the time in the world to explain why they should hire you or why they should agree with your point of view. But the reality is that you don't have all day. You have to cut to the chase and immediately add value.

The same is true for me, right now, as I'm teaching you how to write your Anthem. I'd love to have all day with you, but the reality is that if I take too long, you'll get distracted. So I'm going to front-load the value of this application section by getting right to the point, and making this fast and fun, and of course, fascinating.

At many points in your life and career you will find yourself in a moment in which you need to very quickly communicate your credibility. For instance, in a job interview, or big meeting.



“YOU HAVE A GOLDEN WINDOW OF OPPORTUNITY TO IMPRESS AND INFLUENCE YOUR LISTENER.”

When build your career around your Anthem, you'll feel acknowledged and fulfilled, and you'll have a favorable competitive position. Together, we're going to identify the types of situations in which you are most likely to excel, and find ways to re-create those situations as often as possible.

REVIEW

Let's take a look at the questions you answered last week. Think about your favorite client, or your company's biggest struggles to gaining new business. Write down the answers you came up with:

1. 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 or task or mission that you're joining forces to accomplish.

What is their biggest problem?

What are the potential consequences to this problem? Think about the worst possible outcome to not solving this problem. Will customers move on to the next big thing? Will their sales decrease because they aren't showing customers the benefit? Could they even possibly lose their business?

Identify the top three consequences they'll face without you:

2. IDENTIFY WHY YOU ARE THE PERFECT SOLUTION TO THEIR PROBLEM.

What quality within you will allow you to over-deliver for them?

Identify why you are the perfect solution to their problem.

3. IDENTIFY HOW YOU WILL TANGIBLY ADD VALUE THROUGH YOUR ANTHEM.

When you add value, you want to get credit for adding that value. If nobody recognizes that you've added value, it doesn't help you be perceived as more valuable.

Identify why you are the perfect solution to their problem.

EXAMPLE

Ed Carter is The Maverick Leader (Innovation + Power). After doing the Anthem exercise, and carefully evaluating his career as a department manager, he created the Anthem:

PIONEERING STRATEGY

1. FINDING THEIR PAIN POINT

At his start-up company, sales have been on a steady downward slope the past two years. Most customers are leaving for companies that have a proven track record over many years.

* The consequence of not dealing with this problem will result in Ed's company eventually going bankrupt.

2. ADDING VALUE

He adds value with his ability to rapidly come up with ingenious ideas. He isn't afraid to test new solutions (and sometimes fail) in order to come up with a clever new way to fix problems. Where others are scared to experiment, Ed dives right in.

3. LIVING YOUR ANTHEM

His PIONEERING STRATEGY can be counted on to carefully assess current customer pain points. While bigger businesses have been around for longer, they tend to nickel and dime customers on every detail. Ed carefully listens to his customers' desires to come up with a totally new product to offer, at a better price point and more options.

NEED ANOTHER EXAMPLE?

Let's think about someone on your team (who adds value differently than you do).

Sarah Mitchell is The Beloved (Passion + Trust). After doing the Anthem exercise, and carefully evaluating her career as a human resources professional, she created the Anthem:

NURTURING INSIGHTS

1. FINDING THEIR PAIN POINT

At her company, productivity is low and employee turnover has increased by 20% in the past year alone.

2. ADDING VALUE

She adds value with her ability to mend relationships by listening carefully and allowing others to be heard. She brings harmony to quarreling teams and makes sure that every employee has a voice.

3. LIVING YOUR ANTHEM

Her NURTURING INSIGHTS can be counted on to carefully assess team issues and ensure that her company fixes communication problems before they become an issue. This open communication will lead to lower turnover and employees working together cohesively.

Now that you're really starting to see how your Anthem is more than just an introduction, let's start applying it to your regular communication needs.

Here are the places you can include your Anthem today to immediately start adding value:

- Business cards
- Email signature
- Resume
- Social media profiles (especially the "about" section)
- Personal website or biography
- Blog or newsletter
- Advertising
- Office, logos or letterhead
- Group activities to build a sense of community with teammates

THIS LIST MIGHT SEEM DAUNTING AT FIRST, BUT DON'T WORRY!

You don't have to come up with these words yourself. In-fact, we've done most of the work for you.

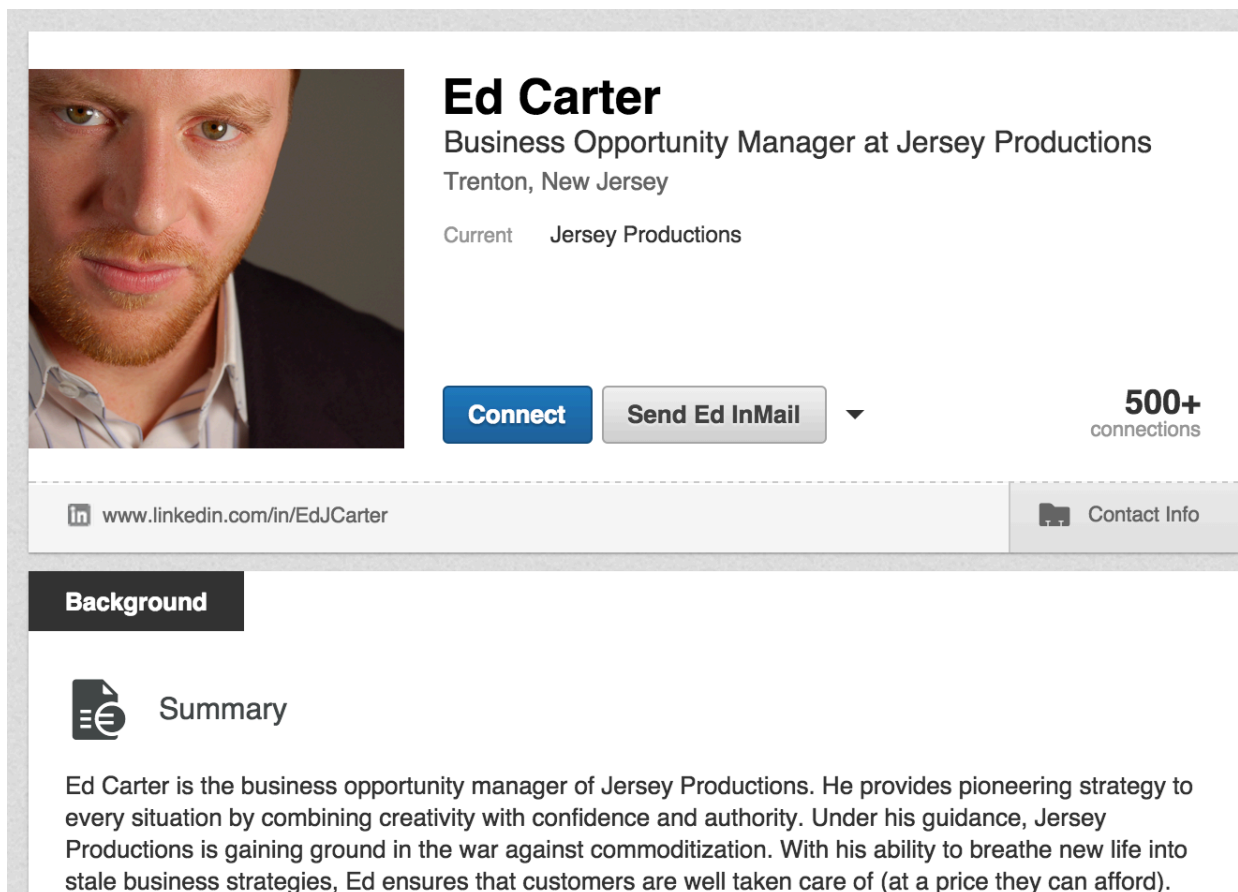
HERE'S HOW TO HAND-SELECT WORDS THAT DISTINGUISH YOUR DEFINING QUALITIES:

1. Return to your Fascination Advantage Report®, and review your Archetype's list of "Top 5 Adjectives" on page 5.
2. Watch your Archetype video, also included in your report. Take special note of the words that appear on screen. We wrote the titles in a way that you could "drag and drop" them into your resume, marketing and more.
3. Pull adjectives from your primary and secondary rows on the Archetype Matrix. Add these descriptors into your about section to immediately show what people can expect when working with you.
4. Include your two-word Anthem prominently in your written communication. Explain what those words mean to give others a picture of your highest distinct value.
5. Pull directly from the marketing copy you created at the end of module 4.

If you need an example of how this works, let's take a look at our friend Ed again. Here is how she updated her communication strategy by implementing her Anthem and personality descriptors found in the places listed above.

EXAMPLE LINKEDIN

To update Ed's LinkedIn profile, he focused on his top two Advantages. As The Maverick Leader, Ed combines Innovation (the language of creativity) with Power (the language of confidence). After focusing on how he is different, he concluded with what he does best.



The image shows a screenshot of Ed Carter's LinkedIn profile. On the left is a profile picture of a man with a beard. To the right of the photo, his name 'Ed Carter' is displayed in large bold text, followed by his title 'Business Opportunity Manager at Jersey Productions' and location 'Trenton, New Jersey'. Below this, it says 'Current Jersey Productions'. There are two buttons: a blue 'Connect' button and a grey 'Send Ed InMail' button with a dropdown arrow. To the right of these buttons, it says '500+ connections'. Below the profile information is a navigation bar with a link to 'www.linkedin.com/in/EdJCarter' and a 'Contact Info' button. Below the navigation bar is a 'Background' section with a 'Summary' icon and the text: 'Ed Carter is the business opportunity manager of Jersey Productions. He provides pioneering strategy to every situation by combining creativity with confidence and authority. Under his guidance, Jersey Productions is gaining ground in the war against commoditization. With his ability to breathe new life into stale business strategies, Ed ensures that customers are well taken care of (at a price they can afford).'

EXAMPLE RESUME

Ed's resume was easily modified by simply including his Anthem.



The image shows a resume for Ed Carter. It features a profile picture on the left. To the right, the name 'ED CARTER' is in large bold letters. Below the name are contact details: 'EdC@JerseryProductions.com', 'www.JerseyProductions.com', and '555.123.4567'. The main body of the resume contains the text: 'As the business opportunity manager of Jersey Productions, I provide pioneering strategies to every situation. My bold ability to come up with new ideas and inability to back down from any challenge has increased revenue by almost 30 percent.'

EXAMPLE BUSINESS CARD

PIONEERING IDEAS for your most complicated conundrums.



EXAMPLE ADVERTISEMENT

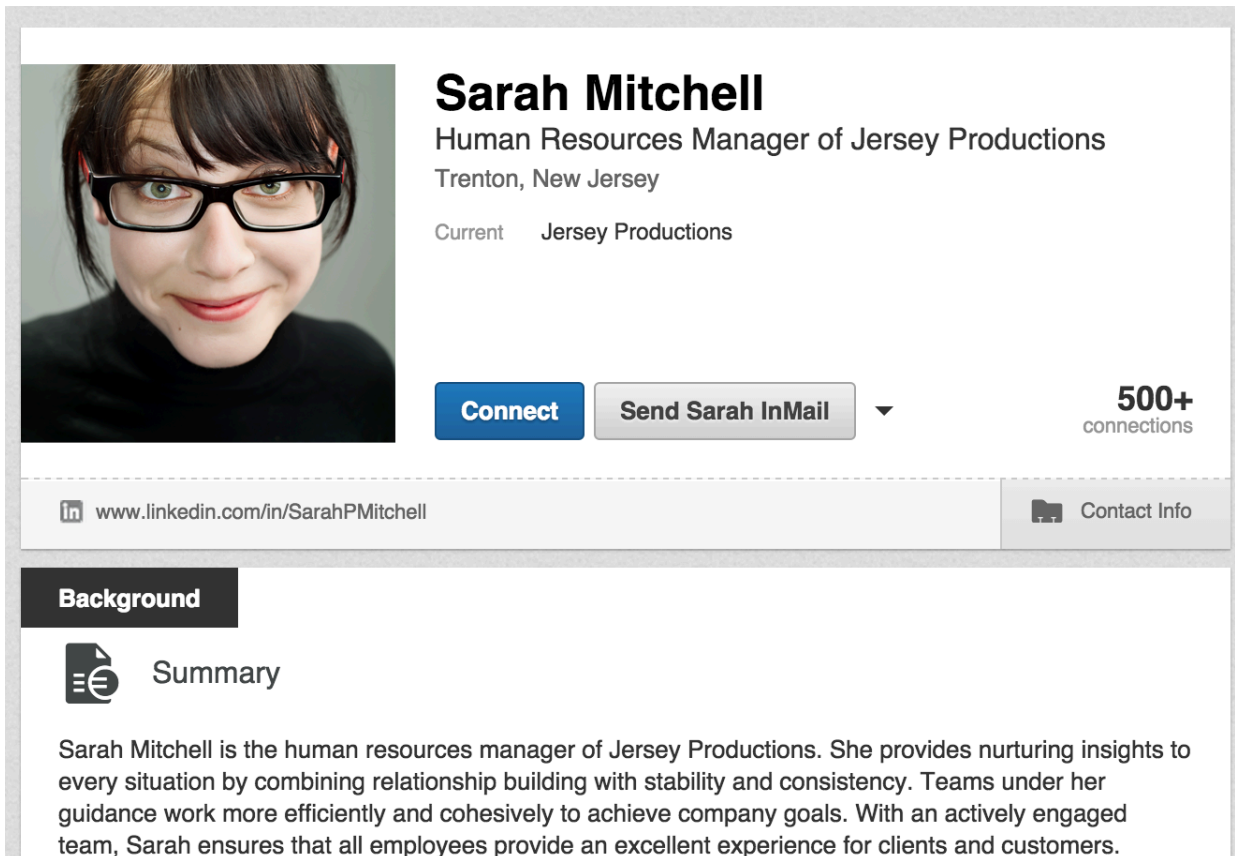
The PIONEERING IDEAS you need to take your place at the front of the pack.



THE PIONEERING IDEAS YOU NEED TO TAKE YOUR PLACE
AT THE FRONT OF THE PACK.

Sarah's examples would be totally different. Here's what her communication might look like:

EXAMPLE LINKEDIN



The image shows a screenshot of a LinkedIn profile for Sarah Mitchell. On the left is a profile picture of a woman with dark hair and glasses. To the right of the photo, her name 'Sarah Mitchell' is displayed in a large, bold font. Below her name, her title 'Human Resources Manager of Jersey Productions' and location 'Trenton, New Jersey' are listed. Underneath, it says 'Current Jersey Productions'. There are two buttons: a blue 'Connect' button and a grey 'Send Sarah InMail' button with a dropdown arrow. To the right of these buttons, it says '500+ connections'. Below the profile information, there is a URL 'www.linkedin.com/in/SarahPMitchell' and a 'Contact Info' button. A 'Background' section is visible below, with a 'Summary' icon and a paragraph of text describing her role and team.

Sarah Mitchell
Human Resources Manager of Jersey Productions
Trenton, New Jersey


Current Jersey Productions

[Connect](#) [Send Sarah InMail](#) ▼

500+ connections

www.linkedin.com/in/SarahPMitchell [Contact Info](#)

Background

 Summary

Sarah Mitchell is the human resources manager of Jersey Productions. She provides nurturing insights to every situation by combining relationship building with stability and consistency. Teams under her guidance work more efficiently and cohesively to achieve company goals. With an actively engaged team, Sarah ensures that all employees provide an excellent experience for clients and customers.

EXAMPLE RESUME

Sarah's resume was easily modified by simply including her Anthem.

WEBSITE

JerseyProductions.com

CELL PHONE

555.234.6789

EMAIL

SMitchell@gmail.com

SARAH MITCHELL

As the former manager of human resources at Jersey Productions, I provided **nurturing insights** to every situation. My ability to mediate internal conflicts by carefully reviewing the whole situation, and always providing an open-door policy, cut employee turnover by almost 30 percent.

EXAMPLE BUSINESS CARD

NURTURING INSIGHTS into your most complicated company conflicts.



A business card for Sarah Mitchell. The card has a light green to yellow gradient background. The name 'SARAH MITCHELL' is written in large, bold, black capital letters. Below the name is the tagline 'Nurturing insight into your most complicated company conflicts.' in a smaller, bold, black font. To the right of the name and tagline, there is a diagonal line. To the right of the line, the contact information is listed: 'P: 555.135.7935', 'C: 555.246.8102', and 'E: SarahMitchell@EMAIL.COM'.

SARAH MITCHELL

Nurturing insight into your most complicated company conflicts.

P: 555.135.7935
C: 555.246.8102
E: SarahMitchell@EMAIL.COM

EXAMPLE ADVERTISEMENT

The **PIONEERING IDEAS** you need to take your place at the front of the pack.



An advertisement featuring a collage of eight diverse people's faces. The collage is arranged in two rows of four. The top row shows a man with a beard, a woman with long dark hair, a man with dark hair, and a woman with curly hair. The bottom row shows a woman with a blue beanie, a man with short dark hair, a woman with long brown hair, and a man with short dark hair. Overlaid on the collage is a semi-transparent white box containing the text: 'THE NURTURING INSIGHTS YOU NEED TO STOP YOUR MOST COMPLICATED COMPANY CONFLICTS.'

THE NURTURING INSIGHTS YOU NEED TO STOP YOUR MOST COMPLICATED COMPANY CONFLICTS.

Two different personalities. Two different Anthems. Two different ways to add immediate value.

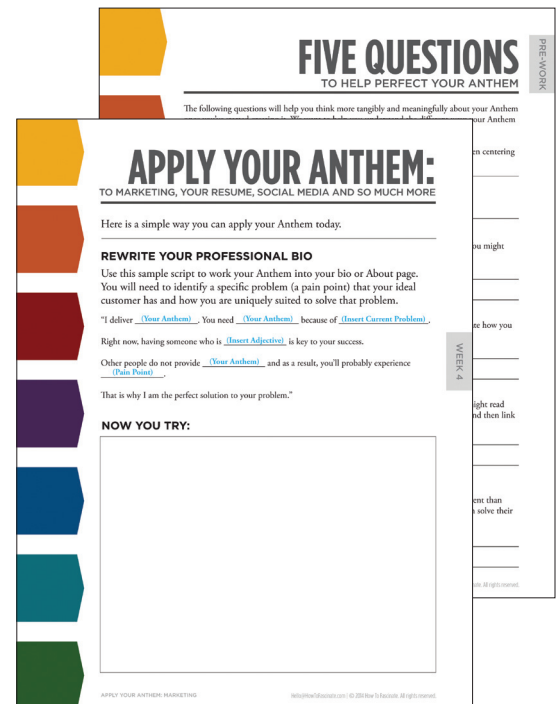
These are just a few examples of how you can completely overhaul your communication, with just a few simple tweaks, by focusing on your highest distinct value.

We hope you're starting to see and apply this to your life.

Remember that your Anthem is simple to remember, easy to communicate, and incredibly useful to apply.

So what now? You've created your Anthem and you're using it to grow your business as well as communicate more effectively. But what are your next steps?

If you'd like to continue learning, you can start by helping your teams build their own Anthems.



HERE ARE SOME GROUP ACTIVITIES YOU CAN DO WITH ANTHEMS:

- A theme for your company's next off-site meeting: Create your Anthems together in the morning, apply with small group exercises in afternoon, and host a fascinating activity that evening.
- At the start of a new project or client relationship, identify how each person is uniquely suited to contribute to the outcome through their Advantages.
- For an immediate icebreaker at a conference, have everyone do the Anthem exercise in advance. Print nametags showing their Advantages and Anthem to get people connecting and buzzing.
- At a luncheon or dinner party, get people to open up by inviting each person around the table to share how they apply their Anthem at work or at home.
- In the first few slides of a presentation deck, include your Anthem so that people know ahead of time how you will deliver value in that presentation.
- List each employee's Anthem on the company phone list, so people know how the other person on the other end of the phone can add value on the call.
- Have a group contest with categories such as "Most Creative Anthem" and "Most Accurate Anthem."
- Invite attendees at an event to collaborate in small groups and create one overall Anthem for the event.

TITLE CAN GO HERE:

We also have some exciting training opportunities if you'd like to continue your own advancement.

[CLICK HERE TO LEARN MORE](#)

We'd love to hear your new Anthems! Tweet @SallyHogshead and tell us how you use your #AnthemInAction



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 TWITTER
[@HowToFascinate](https://twitter.com/HowToFascinate)

 EMAIL
Hello@HowToFascinate.com

FASCINATE YOUR FOLLOWERS TWEET THIS:

- » The greatest value you can add is to become more of yourself. via **@SallyHogshead #HowToFascinate**
- » Every time you communicate, you are either adding value or taking up space. via **@SallyHogshead**
- » When you want to stand out, your strengths matter less than your differences. via **@SallyHogshead**
- » You don't LEARN how to be fascinating. You UNLEARN boring. via **@SallyHogshead #HowToFascinate**
- » If you don't know your own value, don't expect anyone else to. via **@SallyHogshead #HowToFascinate**

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