

# 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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