

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: