

BYE CALL TRANSCRIPTS

Sally: If you're with a group of people and you're simply the lowest common denominator, you're not going to be able to add value. Because you'll become a commodity. We understand how that applies and work. But imagine, this is applied your entire life. The way that I was able to begin seeing, "How do we add value in a way that allows us to stand out?" To be recognized, to be rewarded. To identify those qualities that we're already doing right. So that we can come into work and be energized and do more of it. How do we do that?

In order to answer that question I had to turn to my experience in advertising and I'll tell you that in a minute. So this call is going to be a team effort, to make sure that I am able to answer your questions and I need your participation. So that I can be here to serve you and to personalize and customize this. Ready? Let's get right in. In advertising... If you've ever spent time in an advertising agency, you know what I'm talking about. Life at an ad agency is absolutely crazy. The deadlines are insane.

People tend to be wildly creative. It's not unusual to have people there for 18 hours at a stretch. One time I worked in an office in which people had pull out couches in their offices. Because it was so common for them to spend the night, over the night. Because the process of coming up with creative ideas is so intense, you can't really fit it into schedules.

There is also new business pitches that come in, where agencies are competing with each other. Sometimes agencies spend more to win a new business pitch. The cost of winning the business pitch is more than they'll make in the first year of having the business. So you can see that in a world with a shorter attention span. Nowhere is the intensity to fight through that short attention span greater than in the hallways of ad agency. These are the hallways where I roamed for 10 years. Working with some of the world's most loved brands. I found that there was a little bit of a shortcut to this whole process.

Instead of going through step A, step B, step C. All the way through to step Z. I realized, if what we're really trying to do in crystallizing a brand down to its essence. We really only need to know two things. If we can start by identifying those two things. It becomes much, much easier for us to either circumvent or leapfrog over all those other steps. The two things that we need to know are, "How is the brand different and what does the brand do best?" Once you have these two pieces of information, you have a huge head start on the competition.

When I say competition, I mean other people even within your creative department. Where there is a little bit of friendly competitive spirit. Sometimes not so friendly. Or the other agencies that you're competing with. So I started my process of helping brands become more valuable and get more awareness, and earn more advocates and raise their prices and get better exposure and PR. By simply answering questions. For example, the very first client I ever worked on was Nike. I'm sure you know that Nike tag on. Just Do It. Nike's mission statement is to empower the athlete in all of us.

I didn't write that, Phil Knight wrote that. The author of Shoe Dog. They've had that almost forever. To empower the athlete in all of us. So I looked at that and I said, if that's their mission statement. What if we just took the words directly out of that? If it's athletic empowerment. So whenever I did work on Nike, I always came out from the place of; how the brand is different is that it truly focuses on the athlete. But it does so in a way that is empowering to the athlete and empowering to the sport. So athletic empowerment is the anthem of Nike. You can see that with the spirit of Just Do It.

Just Do It is not about shoe laces and rubber soles. It's about the spirit, the ethos of the company. In advertising that's called the anthem. The anthem it's kind of like the mission statement, but from a branding perspective. It's the highest value that the brand provides. When I started using out of advertising and easing into my curiosity was working more directly with people. So that instead of talking to people through a brand. In other words I create words for a brand like Godiva, and then you as a consumer see those words. I decided I just

wanted to talk directly to people.

But when I left advertising, I brought this amazing toolkit with me of understanding. How do we create messages that stand out and break through and can be heard and remembered in an incredibly distractive, competitive world? I was able to bring the concept of a focus group. Out of the focus group and start applying it to people. As far as I know, nobody has ever really done that before. You've probably heard me say this. Most assessments or most systems are based on personality. They're based on psychology. So they're measuring how you see the world.

But because I was coming from advertising and because my clients... Coca-Cola doesn't care how Coke sees the world. Cokes wants to know, "How do the consumers see Coke?" I was able to apply all that methodology and that's how we created the system of the Ultimate Personal Brand Playbook and at its heart and soul, the system of the anthem. It's literary just taking the processes that I've learned in some of the world's most famous brands and agencies. So sometimes some people perceive the process through the anthem.

It almost seem simplistic and I think that's deceiving. Because in a sense I've already done all the heavy lifting for you. I have brought it down to these two questions. What I love so much about the Ultimate Personal Brand Playbook, is that it allows you to take the essence that anthem of what you found and begin to apply it in meaningful ways. In your work, in your conversations. In your introductions.

Those first seconds of an introduction are absolutely crucial. I had a bad introduction the other day, that I'm going to tell you about. So I spent the day at Spanx headquarters in Atlanta and I was with a group of... It's a very high-end mastermind, led by Yanik Silver. He's a good buddy, hanging out with folks like Richard Branson. I was invited as a guest for the day. So given that I have written extensively, what topic of first impressions you would think would be easy for me? But I got a little star-struck when I was talking to Sara Blakely. So she said, I'm interested in your work on Fascinate. Tell me about it? What I had

wanted to say was to describe my deep passion for a new area that we've been exploring. You're Fascinating. You can check it out at youarefascinating.com. It's a way to be able to pay it forward and to contribute the gift of fascination, for people who otherwise might not feel that they understand their highest value.

But when I started talking to her, I forgot my anthem. So I became kind of stiff and I flubbed and she was like... Like her eyes glazed. You know when you're talking to somebody and you can tell that they're looking at you. But their mind has just gone somewhere else. I was like, "Oh my God! I just did it." I just did the exact same thing that I have been talking about for years. I didn't keep in mind how I am most likely to contribute value to any type of conversation. My anthem is fascinating, communication. I deliver fascinating communication. I want people to have the experience of fascination.

I want to show them what makes them fascinating. When I blew it, I knew that that was an opportunity that I had to take responsibility for it. It was a really great lesson for me. So in this call today, this why I'm going to be focusing on your anthem. Why it matters? How to build it? How to refine it? You had a little bit of pre-work to do for this call. Gold stars to those of you who did. There are certain modules within one hour, within Ultimate Personal Brand Playbook. That are the key to being able to dig into this really quickly. If you're like me.

Sometimes you look at a workbook and you think, "I can just sort of do this in my mind." The problem is you can't go back and look at your notes. Because a lot of times as the pressures around you change or as your job itself changes, it's going to be important for you to have consistency. I want to pause for a minute and say, if you have questions please let me know. So we have a question. David Cutler. Hey David, I'm so happy to see you. I wish I could hear your voice. Cate, can we un-mute David?

David: I think I'm un-muted.

Sally: Hi David. How are you?

Sally: Can I jump in David?

David: Yeah.

Sally: Okay. I'm going to jump, because I want to address the question you had. Which is, "How do you coordinate your anthem with your advertising?" In other words, is your anthem your tag-line? That's what you're asking, right?

David: Yeah. I think I had mentioned to you that my anthem is gaming changing results.

Sally: Yeah.

David: That was something that I just came up with from the work, and looking at what you had on the thing. I'm not sure that that is coordinated with my brand or how to market that.

Sally: First of all, let's remember. Game changing results isn't something that you have to necessarily walk up to somebody, stick your hand out and shake their hand and say, "I deliver game changing results." But that said, it's really important for you to keep in mind. That the way in which you're most likely to deliver the most value is through game changing results. So David, how do you typically find your clients?

David: I market to other advisers. I market to CBA firms and I market to law firms.

Sally: Would you say that most people in the life insurance space are about keeping things consistent?

David: Yeah. I think that the unique perspective that I bring is that I'm not really looking to sell new policies. I'm really looking to help people, that have existing portfolios. That have problems they're not aware of or opportunities they're not aware of. So it's finding the hidden value or finding the problems.

Sally: Yeah. So the way in which you're changing the game, isn't necessarily by just on loading a whole bunch of new people. It's about helping people take what they already have. But being able to see opportunities that they might not otherwise be able to see, and they have stated ends that are higher than they might see for themselves. Right!

David: Exactly.

Sally: Okay, great. So the way we described it was, helping people see opportunities that they may not otherwise be able to see. That's your innovation. Innovation is about creativity. People who score high on innovation have an ability to very clearly see ways to change the game, that for other people they can't connect the dots in that way. So that's the first part. That's your innovation. But your primary and your prestige is you're not just changing for the sake of change.

You're changing for the sake of elevating the results. So what that means is consistency in a life insurance space, consistency is a commodity. 99% of the agents out there are going to be positioning themselves in a commoditized way, which means their prices are going to go down. You on the other hand are positioning yourself with game changing results. Here is what I want everybody on the call to get. Within your industry, whatever your industry is. Whether you have a law firm or a yoga studio or you're a solopreneur, you're working within a corporation. Whatever your industry, there are some qualities that are regarded as being a commodity.

Those qualities don't add value. Like as an author you have to be a good writer. That's a commodity. But if you have something like really cool proprietary research or you add wit in the way you write. Then suddenly you're starting to position yourself differently with something that's distinct. So David, you were talking about your marketing. It's very important for your anthem. Whether you use those exact words or not, game changing results. It's crucial for you to be using that to differentiate yourself. Because people when they first come to you to meet, they're probably going to assume that you deliver: consistency,

dependability, reliability and you're in good hands with Allstate.

Type of marketing that doesn't change. So it's not that you have to be wacky. It's that you need to convey. We live in a world in which once you buy a policy, it's not a slam dunk over. Policies have to change and evolve and as your life evolves and changes. The laws, the regulations around it are constantly changing. So you need somebody who delivers game changing results.

David: That's a good point, because the flip side then is people see me as everybody else, and there is no reason for them to talk to me.

Sally: You're the avant-garde. You work in a life insurance space. Most people who work in a life insurance space, focus on being trustworthy. Being consistent. You have different advantages. Your advantages are prestige and innovation. That makes you your archetype, the avant-garde. As the avant-garde, your role. Doing what you're most likely to deliver your highest value, is to be able to see things ahead of the curve before other people can. So that you can proactively predict what's going to happen next, rather than just looking in your rear-view mirror.

So the anthem you've created is ground-breaking results. Here is what I want everybody to be keeping in mind, with whatever anthem you created as part of your personal brand. Your personal brand needs to differentiate you from other people that you would be competing against or confused with. So if David's anthem was trustworthy consistency, that's kind of going to blend in. So it's cool that he has an almost counter-intuitive anthem. Here is what I want you to do.

This is for all of you. Pick up your pen, write this down. What is the problem for which your anthem is the solution? Once you know the problem or pain point, that your listener is experiencing.

It allows you to customize and hone your message into a laser focused piece of communication. When we were talking to David just a moment ago, we described that... I said, "How bad does it get, if somebody doesn't have a game

changing communication?" He describes that everything from, you might be overpaying. To your kids may not have the policy if you pass away and the policy isn't valid anymore. So ask yourself the same question and write it down. This is an incredibly valuable exercise. Very, very easy for you to keep front and center. Put it on a posted note on your computer screen and here it is.

What is the problem for which your anthem is the solution? David, I'm going to put you back on mute. I'm going to chat for just a little bit more and then we'll be taking another question. So let me talk about this format that I just went over with David and thank you David by the way. It's good to talk with you again. Think about the problem that your listener is facing. When I say your listener, most of the time what I mean is your customer or your client. It could also be your manager or a prospect. It could even be your kids. What is their problem?

The more that we can really get into what that pain point is, the more you're going to be able to solve that problem through your anthem. So I'll give you an example. My anthem as you know is fascinating communication. I help you create fascinating communication. When you communicate with me, the way in which I'm most naturally designed to add value is by fascinating you. So when I first started talking about the concept of fascination, people didn't know why they needed to be fascinating. They would hear the concept of fascination as being something that sounded like a cocktail party conversation.

When really what I needed to do is to ground it in the problem. The problem is we live in a distracted world, in which the average attention span is only about nine seconds. So if you don't immediately capture someone's interest, you're going to be forgotten or ignored. So your message will die. That's how I want you to think about your anthem.

What is their problem, for which your anthem is the solution? Cate, we have another question that you mentioned from Cecilia. I'm going to take that question and then I want to start moving a little bit into our best year ever. How we're going to be tying these two things together. So Cate, could you

please take Ms. Cecilia Fountain off hold. Hey Cecilia, are you there?

Cecilia: I am here. Can you hear me?

Sally: Hi. I sure can. Hi, happy Friday.

Cecilia: Thank you. I really enjoyed this Ultimate Personal Brand, Playbook process and it's really tied into me starting a business and learning who I am. I have the archetype of mediator. I've narrowed it down to an anthem of organized thinker. But I kind of find myself holding back from expressing that to people, because I don't want to come across this sporty or know-it-all or you aren't organized and I am. Or you can't think and I can. So how do I play that up out without putting them down?

Sally: That's a wonderful question. I'm so glad you asked that. Can you describe your business a little bit more? So we have context around the concept of organized thinker.

Cecilia: Okay. I am in financial coaching. Business coaching, planning, budgeting. That realm.

Sally: Are some people disorganized in that realm?

Cecilia: Very much so.

Sally: So would you say that they face a pain-point of disorganization?

Cecilia: Yes.

Sally: Does that cause problems?

Cecilia: It does. It can cause problems financially and relationally and all sorts of variants.

Sally: Could it have implications for their health?

Cecilia: Ultimately yes.

Sally: If they're stressed or they are not sleeping?

Cecilia: Right.

Sally: Can it have implication for their relationships with family and loved ones?

Cecilia: Yes.

Sally: Can it put them in a position where they're unable to really experience the joy in their lives, and not to even enjoy the money they do have?

Cecilia: Yes.

Sally: So having somebody who can help them organize this is pretty valuable isn't it?

Cecilia: I would hope so. I would know so, yes.

Sally: Yes. My anthem would never be organized thinker. It could be disorganized thinker. I tend to have ADD and go into a lot of creative directions. I would love to work with somebody who can deliver organized thinking. Part of the question that you asked is you don't want to apply that others don't think are organized. But the reality is I don't think people take a lot of... They don't put a lot of ego on whether or not they're organized. I'm just taking a guess here. Organization is highly inspirational and I wouldn't just be like a little organized.

I would be like obsessed with organization. By just using the word organized, you're helping differentiate yourself in my mind. But you are also demonstrating very, very clearly. How you're going to solve the pain point that I have, that either I don't know how to organize it or I don't have time or I don't want to, or I don't have the training. A question I have about your anthem is the second word. I think that's maybe where it feels uncomfortable for you, because organized thinker kind of points back to you. Remember, I deliver fascinating communication. But that's not necessarily that I am fascinating.

It's that I give you communication that fascinates. So you might use a different word like organized planning. Organized structure. In the book, *How the World Sees You*. Which you may or may not have. I think all this information is in your Ultimate Personal Brand, Playbook. They are lists of nouns. You can look up your own nouns. The noun delivers your area of highest performance. You already know this, your formula for the anthem is. How are you different and what do you do best? By what do you do best? What that means is, "What is the area of performance?" That you're so confident, that you can over-deliver in that particular area.

That for you it's the area in which you're most extraordinary. I think the word thinker might not be quite right. But if it was organized management. So I'm here on *How the World Sees You* on page 365. Organized management, organized precision, organized accuracy, organized attention to detail. I'm getting ready to hire you Cecilia. I would love, seriously. Who else is ready and psyched to have their finances organized by somebody with an anthem like organized attention to detail?

Cecilia: I got it, I love it.

Sally: So the types of words that I would recommend for you are going to be the ones that are going to explain what type of organized thinker you are. Other people might have organized creativity. For example, somebody with passion and innovation.

I'm sorry. Passion and alert, like an orchestrator. Their type of organization would be different than yours. So the more precise you can make it, the more distinguishing. The better you'll be able to differentiate yourself and the better people will be able to see the value that you provide, and they'll pay you more for your services. Don't forget the other part about figuring out, "What is their problem?" So if their problem is they're overwhelmed. Tax time is coming up. Or they just went through a divorce and their records are all over the place. Or is simply we're never organized to begin with. Talk about that.

Use that in your marketing copy. Use that when you're talking with new prospects. Use language like this, "Do you ever feel overwhelmed with your finances? Ever feel like you just can't seem to get on top of it?" There are too many receipts. Too many purchases, too much paperwork. Too many online bills. Too many accounts and passwords to figure out. Sometimes even people who are good at managing money, aren't necessarily the most organized. That's true, especially for people who tend to be good earners. You want to spend your time earning money, not organizing money. That's where I come in. I deliver organized attention to detail. I'm going to take it all. Take that vortex of chaos and I'm going to lay it out for you in nice neat boxes. So that your money will work as hard as you do.

Cecilia: I love it. Thank you.

Sally: So Laura has question. Laura Brodniak. Hi Laura. Ms. Cate, can you unmute Ms. Laura. Hello Laura.

Laura: Hello. How are you?

Sally: Hey! I'm good, I'm good Laura. I don't think we've had the opportunity to meet before.

Laura: We have not.

Sally: We're doing it right now.

Laura: Awesome.

Sally: Your archetype is the secret weapon.

Laura: It is.

Sally: You have a hard time creating your anthem, don't you?

Laura: I just get stuck. I'm a residential, real-estate agent. Like in the city I live, which is Seattle. There is 25,000 plus of us. I feel like for the public. But I know for the public, they just see us as a commodity and we're all the same. So

I understand how important it is to have this anthem. But I just go blank when I sit there and try and differentiate myself in a way that's going to be meaningful to consumers.

Sally: Can you describe a little bit more about from whom are you differentiating yourself? Who's your main type of competition?

Laura: Every other of 24,999 residential real-estate agents out there.

Sally: Here is the thing; residential real-estate is a really tough area. Because it's so easy to be commoditized. It used to be the people would be really interested in going out to coffee with a potential real-estate agent. Now they just go on Zillow or Trulia. They're just Googling their house search. So it's almost as though the realtor gets circumvented. They get by-passed. Would you agree?

Laura: That's very true. We used to be the information holders. That's not the case anymore. The information is out there and so our role has very much shifted. There is certainly a sub-set, a group who feel like they don't need agents. There are still many people that recognize the value. But it's still finding the way to articulate that.

Sally: Okay. There are a couple of things I want to talk about. First of all, the reason why I named your archetype the secret weapon. Is because in a sense, secret weapons are almost like chameleons. They are able to shift shape depending on the situation, because they are very good at observing and listening and watching. Then they're creative enough to adapt. You on the other hand, the reason why you're struggling a bit with writing your anthem. Is because you're not easily pegged as one thing. So let's talk about it for a minute. When I chose the adjectives for the secret weapon. I had a difficult time finding words that fit all secret weapons. Those adjectives are the key part of this entire process, because they're your marketing copy that will help you position yourself. But because secret weapons are so adaptable, that becomes more difficult.

In your case, the secret weapon. There is three adjectives that typically define a

secret weapon: nimble, unassuming and independent. I want to pause for a minute and talk about your twin. Your twin is the provocateur, clever, adept and contemporary. So you have those six adjectives that you can choose from your archetype, and then your archetypes twin. Same top to advantages, just some reverse order.

If you want to go shopping for more adjectives, we can go across your primary line and you get to choose anything going across the mystique line. So the places you can go shopping for adjectives are your archetype, your twin and the horizontal line of your primary advantage. Let me run a couple of by you and you can put them like Cecilia and I were describing, "What it's like to stretch out a pair of jeans that just come out of the dryer." What would you think of observant?

Laura: Observant is a word that I get tagged with a lot, because I very much I'm a stand back and listen kind of a person.

Sally: That's your mystique. That's exactly what mystique personalities do and in fact a lot of times, mystique personalities they feel very uncomfortable marketing themselves. Because the whole concept of like self promotion is very icky for a mystique personality. That's part of the reason, when we send emails we get a higher open rate from mystique personalities. Than we do from power or innovation or prestige. Because prestige personalities really love the system. Because if I give you the words to describe yourself, it's easier for you than you describing yourself. So let's go with observant.

Is it valuable for potential clients to have a realtor who is observant?

Laura: I'm not sure a client would think that. That that's a benefit to them necessarily. I think when people think about real-estate agents. The thing that they want when they're buyers are tough negotiators, and the thing that they want when they're sellers are tough negotiators. If people focus very much on the end result and the money piece of things.

Sally: Let me ask you. I'm going to ask you an honest question, just between

us. Are you a tough negotiator?

Laura: Yes.

Sally: Do you think that that is...?

Laura: Let me re-phrase that if I can. I'm not tough. I'm not an ass. I am firm and strong and advocating for my clients and I negotiate collaboratively. But I get results from my clients.

Sally: Observant feels passive to you?

Laura: It does. I tell you what? What does kind of resonate is intentional.

Sally: Okay. So I was just looking at that word and what I like about the word intentional, is it means that it's a conscious choice and then done with great purpose. I'm looking at my list of nouns now. I'm going to give you an example that Cate just suggested. Astute advocate.

Laura: I like that.

Sally: What I like about that as a possibility and thank you for that Cate. Is when one is astute, you can go into a deal and see the things between the lines. A lot of times say if you're representing a buyer, you need to be able to go into the house and say. I see wood-rot. I see signs of wood-rot, but it's not listed as a pre-existing condition. I think we need to come and make sure that the Inspector. Yeah. When the inspector comes in, they really look at that. Because I want you to be able to have a house you love, but I'm your advocate. So I'm not going to just like move you into a house, trying to get you off my docket for the first case. It's like, "You know what? Actually this is it." You fight for people. Which is bigger than aggressive negotiation.

Laura: Yes.

Sally: I'd like you to think on that for a little bit. Astute advocate. Even if it's like play around with different words. I'm a huge fan of an application named, visualthesaurus.com. when you go to visualthesaurus.com, the things are linked

conceptually. Unlike a thesaurus, where it's just synonyms. So go with astute, take any of the adjectives that we've talked about and try to find things that have same conceptual meaning.

I'm really liking advocate. I think Cate's right on there. Cate had another suggestion of on target. Actually, that doesn't work so well with advocate. When creating an anthem, it's good to have words that almost contrast a little bit. So that one word feels really zesty and it's kind of big and immediate and that the other word is more rational. Communicating in a more practical way. Because if you have two fun words together, sometimes it gets too airy-fairy.

Laura: Got it.

Sally: Hey! Do you feel like you've been able to make some progress on our conversation?

Laura: I can't even thank you enough Sally, really. That was the most fabulous thing that's ever happened to me in a very long time. So thank you, thank you.

Sally: Okay. So your next step is to take a look at all the marketing that you're currently doing. Whether it's the way you introduce yourself when you're first meeting a potential client, or maybe buying or billboards. Or however you're advertising. You don't literary have to use the words, but you have to demonstrate why that's a solution to their problem. So let's go with astute advocate for a moment. This would be example of marketing copy. The world of real-estate is insane right now.

Values go up, values go down. People are asking too much. People are getting too little and everything in between. You need somebody who's going to be your advocate. To make sure that not only do you get the right house, but you get it at the right price on your terms. So that you can create a home. I will be your astute advocate in negotiating all of the abstractions and eccentricities of the housing market today, for now and in the future.

Laura: Wow! I hope there is replay on this, so I can write it down again.

Sally: Yes, okay. Really. So another thing that I recommend for everybody who's on the call. If it's helpful for you to get suggested copy like that. Like I've given to the people that we've been talking about. If that's useful for you, make sure you go back and do your report and watch the video. The video that's in your report is one of most valuable things, that you can ever do to have the language to communicate yourself. I wrote those videos and I have 42 different ones. I wrote the videos almost like a TV commercial for you. So just like I had, I created television commercials for brands like Mini Cooper and Nike.

I created a television commercial for you, in which I'm describing you to you. You can go through that video. I think it's about two minutes long and scripted them out very carefully. So that it's almost like bullet points that you can pull and just put them in first person. So for example, in the video for the anchor. I say, you find precise answers to the most complex problems. So all you have to do if you're an anchor is say, I find precise answers to the most complex problems. Here are some of the complex problems you might be facing in your industry today and go in list.

Like with Laura we would be talking about a really confusing real-estate market. Then go on to explain why your anthem and you are the most highly differentiated solution . Because you're the most valuable. So in what way can she apply that intellectually? How can she be an astute adviser?

Let's say, one thing she might do is intellectually she could give her clients copies of her favorite books on decorating. Emotionally how could she be the astute adviser? Laura can tap into. What are the emotions that are involved in buying and selling a house? There are a lot of emotions. Everything from exhortation, when the contract is signed. To the depths of despair when the inspector comes back and says, yes. In fact that wood-rat is deal killer. So if she can chat out that emotional journey and then look at, "In what way can the astute adviser add value through that emotional journey ?"

For me, fascinating communication is my highest value. That's when I'm fully in my wellspring. On the other hand, a moment ago when we were talking

about organized attention to detail. If that was my anthem, which it's not. Doing the process by jumping up and scrolling on whiteboards, would probably not how Cecilia would interact. Because she used organized, attention to detail. If somebody told me that they wanted me to interact with organized attention to detail. I would probably get shut down. I would be kind of overwhelmed by it. I would be intimidated.

I certainly wouldn't be showing up at my best. I would probably feel nervous and ultimately if I worked inside of a company, in which my job is to deliver organized attention to detail. I'd become demoralized and I'd probably quit. Or I would just start feeling so bad about myself. I'd stay and hate my job. So this is the opportunity that I want to give to you, for having your best year ever. The more that you can build your life around your anthem, the more you'll be able to create a life that is not only prosperous. But a life in which you can contribute and a life that you love.

Cate, are you telling me that we have one more question. Cate, is like hello. Okay Cate. Bring it on, bring it on. One more question. Brandy! Brandy is the anchor. Cate, can you take Brandy off?

Brandy: Hello.

Sally: Hey Brandy. How are you?

Brandy: I'm doing great. How are you?

Sally: I'm good, I'm good. Thanks for being on the call. Thanks for being part of this program with me.

Brandy: Thank you. I have enjoyed it.

Sally: I have to tell you. Your archetype can sometimes feel stuck in the process of writing an anthem. Because it's unfamiliar to toot your own horn. Are you experiencing that?

Brandy: Absolutely. I had like one of the suggestions that you made, kind of

reach out to friends. You kind of go... You kind of analyze yourself with like, I don't know. I don't analyze myself, I ain't analyze other people. So it's really difficult to look inward. So the one anthem that I came up with, I am a math tutor. So I am very much, I do pay attention to detail. I am an observer. So I watch people. I don't participate. So the one that I came up with, it was a purposeful detail oriented coach.

Because when I'm working with my students, I have to pay attention to details. Because math is all about numbers and it's all about the detail. If you don't get the detail right, there is no way that you happen on the correct answer. So that's the anthem that I came up with. But I'm having difficulty marketing that, because anchor is a first place trust and then mystique.

Sally: Yes, yeah.

Brandy: You go, okay. I have to build trust and that's built over time. So you go, okay. Instant trust someone? That's very difficult to do.

Sally: What you're describing is very articulate and very accurate for trust and mystique. Trust and mystique are total opposites of an archetype like a ring leader or a talent or a catalyst. That tend to be extremely extroverted and love to dive in, and are verbal and fluent in talking about themselves. So the reason how you as an anchor add value, is because you're very consistent. You're not get flustered. With your mystique, you're going to be listening before you talk. So that you're going to be able to have relationships with your students and with the student's parents. That you're going to help them overcome what for many students is probably something very scary, and they probably had failure in the past. So they're gun-shy. One of the things that I note about the anthem that you described. It seems like it's describing you, but it's not necessarily telling me the kind of result the parent is going to get. Can you say it one more time? It was purposeful...

Brandy: Detail oriented coach.

Sally: Okay. So let's think for a minute. I'm asking here. I'm not looking for a

yes or a no. I'm looking for a few examples. Would you say that you have more attention to detail than other math tutors. In that you do something like you offer a special service, or you have a slightly different way that you coach and encourage students.

Is there some way that attention to detail shines through, not just in the moment of coaching. But in the way you run your business. If you don't, is there something you could do? Give me a tangible example of one thing that you do differently, than a typical math tutor?

Brandy: Currently what I'm doing is I have learned the old ancient Vedic mathematics. So that's a lot of mental maths and not necessarily tricks. But combining several steps into one or two minimal steps and arriving at an answer very, very quickly so I teach students simple ways to arrive at correct answers in the mathematical sense, using these techniques.

Sally: Okay. That's cool. Is that an unusual bit of training that you have that others don't?

Brandy: Yes it is. It's not world-wide yet.

Sally: Let's take a look at that for a moment.

First of all, let me ask one quick question. If a student learns this process, and then they go and they do that for a teacher who wants them to write out how they arrived at their answer. Does it still fly with the teacher?

Brandy: That's a really good question. What I will do is instead of let's say, a student is learning how to multiply in school. Instead of cross-screening the teacher. I will help the teacher out and assist the students with how they're learning it. Once they have passed that learning and understanding, and now it's not a matter of, "How can you multiply?" But rather there is a new concept that they're working on and they just have to multiply. Then you can implement the learning of the new way to multiply and just arrive at the answer.

Sally: You know what I love about the way you just described that? Is it's like your brain works like a math problem. It's so different than how I communicate. But I think everybody who's on the call can like hear the precision. We can hear that you have a process and that is why I think the word process or expertise could be good. Cate had a really good suggestion with the word approachable.

Brandy: Okay.

Sally: Something that I get from what you're describing is it feels like you're very calm. If I'm freaking out that my kid has a math exam coming up and she's crying at night, because she is so unconfident. I would love somebody who's approachable. Then the second word, because approachable describes you. But then you need a word that describes what they're going to get and an example for that would be approachable process. Approachable expertise. Cate adds, the fact that you can kind...

You can find the solution not just to the math problem. You can find the solution to the real problem, which is the fact that the child hasn't either unlocked their math potential. You're also of a solution to the problem of parents staring their head out, knowing that their child is trying. But not getting the results that they should get. So maybe you can talk about... You're the solution literary, helping them find solutions on math tests and homework.

But also a solution for what's going on in the home. That has created stress around the tutoring and express around the topic of math. Math can sometimes be perceived as being cold. If you can describe some of the emotions that I just mentioned about the insecurity. That it creates a strain on the parent, child relationship and it really can damage a kid's self-esteem. So that's the problem. The solution that you deliver is unapproachable expertise or approachable process. That's going to not just improve the math scores, but it's going to help lessen the anxiety and boost the confidence.

Brandy: Thank you.

Sally: A couple of things that occurred to me while we were talking. The first thing is if you find that this kind of coaching is useful for you. We have certified advisers, that have all been extensively trained in or process. Different advisers have different areas of expertise. If you want to become a Fascinate certified adviser, we have a class that's going to be coming up. So you could be doing coaching. Like I'm doing with you today. I've got to say it's really fun. I don't get to see this very often. So I'm so glad that we schedule this call. Because it gives me a chance to kind of fall back in love with my own content, or with this idea of this science of Fascination. A lot of times, because the work that I'm doing tends to be on building the next thing.

When I have a chance to kind of become grounded again with working with you on this, one-to-one. Very like heart and soul. It's like we're holding hands through the computer. It helps me come back to the base of where the concept is and the concept is this, most people don't believe they're Fascinating. Most people think that they have nothing to offer. They don't put themselves out there. Not because they're afraid of being embarrassed. They don't put themselves out there. Because they don't think that they have anything worth listening to.

So my goal with you is to make sure that you know, how to communicate in a way that's going to allow you to make the biggest difference in the world. To not just be confident. To not just earn more and be more. But for you to be able to make a difference in people's lives and I want to tell you thank you. You have made a difference in my life. I'm so happy that you're part of our community. Don't hesitate to email us. If you've got questions, suggestions, ideas.

As always, our email address is Hello@HowToFascinate.com. Our emails are lovingly answered by Carrie. Carrie is at Hello@HowToFascinate.com. Okay everybody. With that, I adjourn our call for best year ever and one hour Ultimate Personal Brand builder. Thank you so much for being part of this. Everybody have an awesome weekend.