



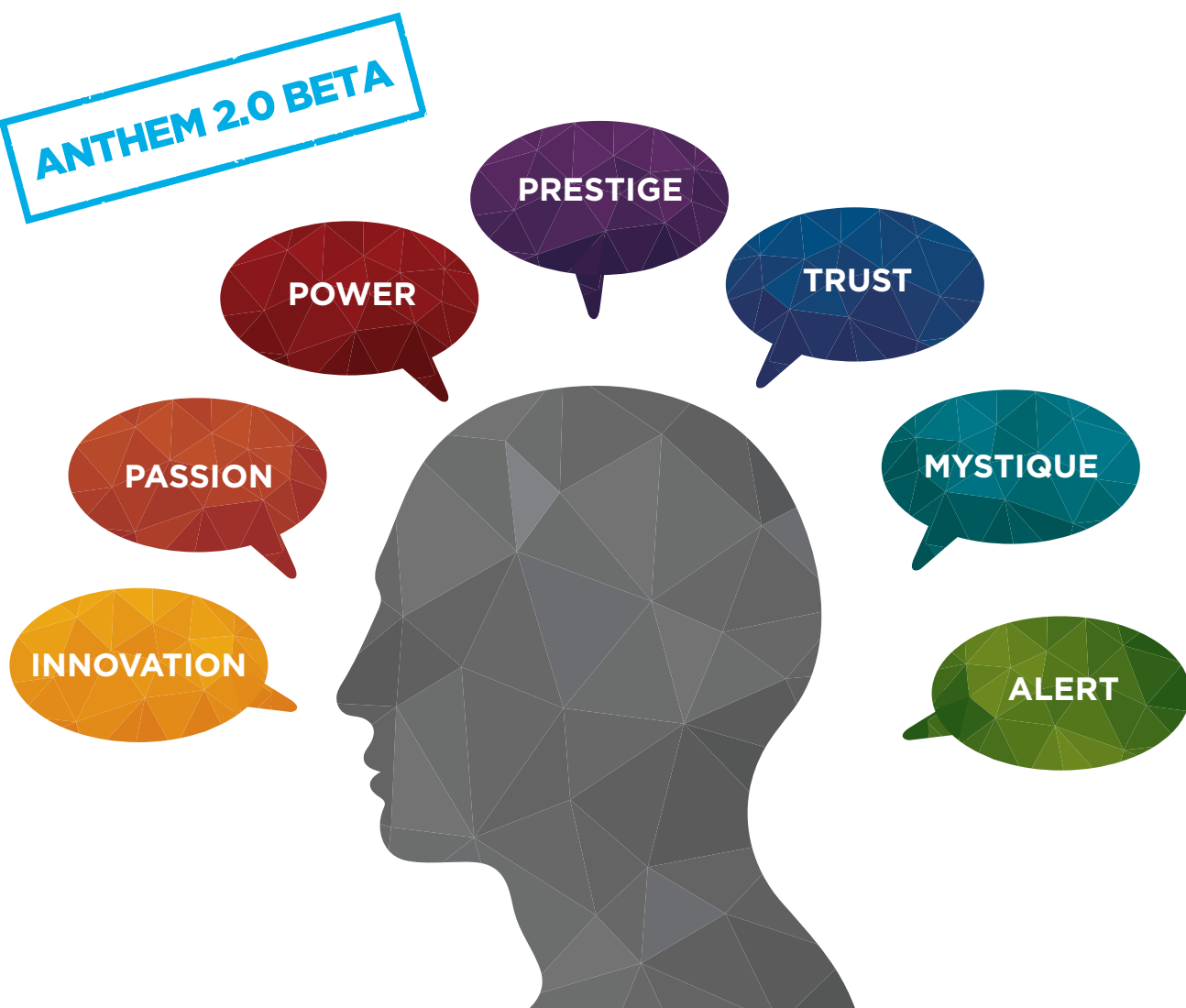
HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

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?

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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