



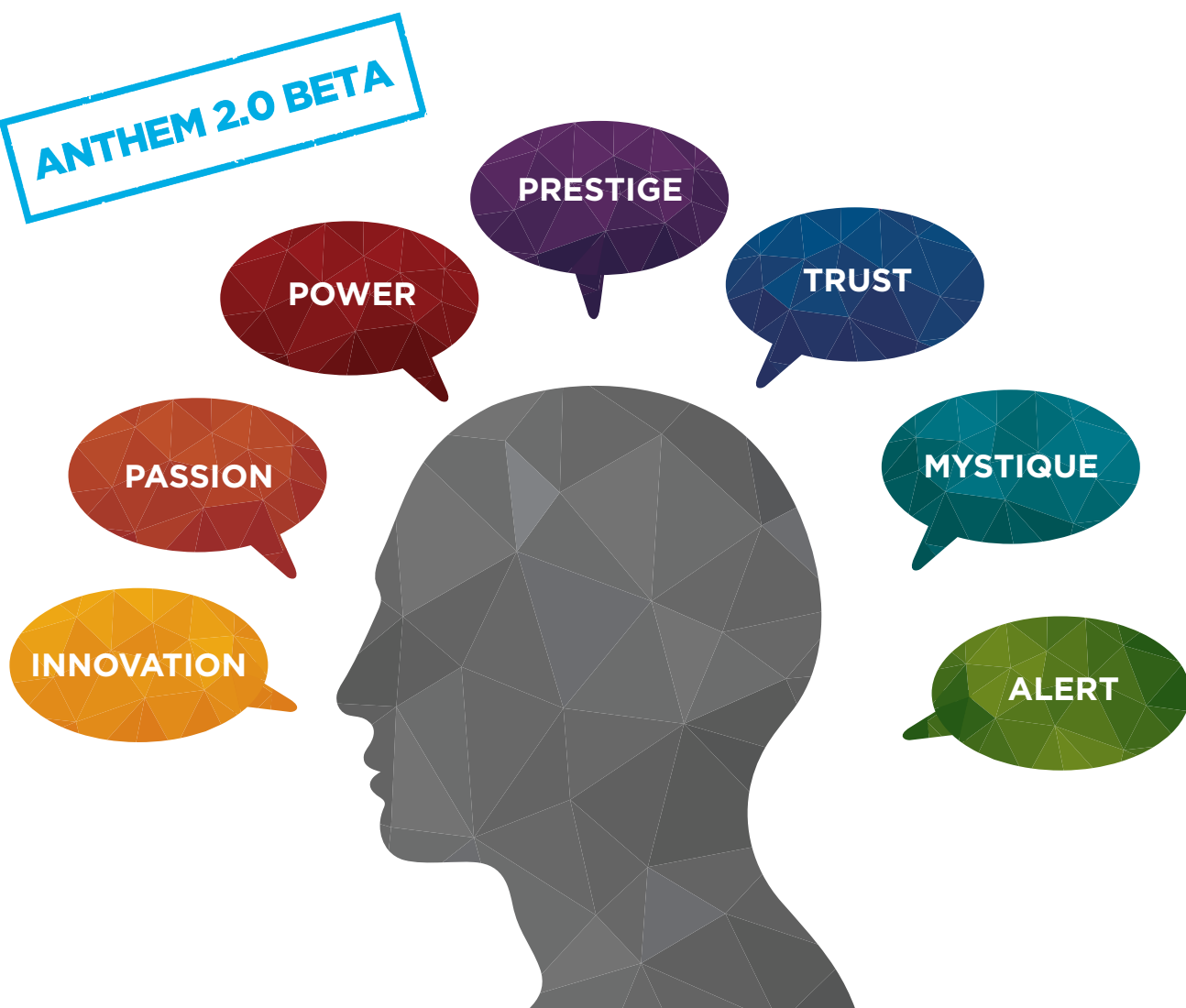
HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

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.



WEEK 5

"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.



Ed Carter

Business Opportunity Manager at Jersey Productions
Trenton, New Jersey


Current Jersey Productions

[Connect](#) [Send Ed InMail](#) ▼

500+
connections

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

Background



Summary

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.



ED CARTER

EdC@JerseryProductions.com
www.JerseyProductions.com
555.123.4567

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



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.

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.



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

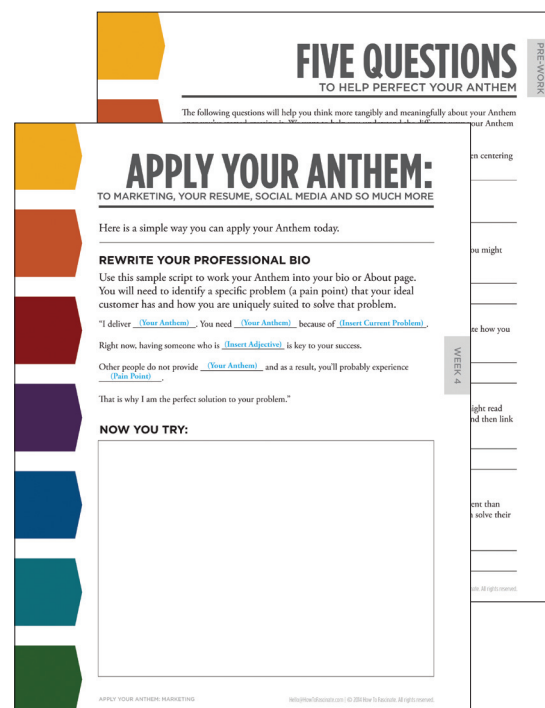
These are just a few examples of how you can completely overhaul your communication, with just a few simple tweaks, by focusing on your highest distinct value.

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



WE LOVE TO CONNECT WITH YOU! GET FASCINATING IDEAS HERE:



FACEBOOK

Facebook.com/HowToFascinate



YOUTUBE

Youtube.com/SallyHogshead



TWITTER

@SallyHogshead



TWITTER

@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**

WEEK 5

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