



FIVE QUICK QUESTIONS ABOUT YOUR ANTHEM

1: What is your Anthem?

This is the adjective / noun combination.

2: What is a common example of a problem that your clients face?

Describe a frequent issue or challenge that you are hired to help solve. What is the biggest, nastiest problem that they're hiring you to help them prevent, or solve? What is keeping your clients up at night? You might think of them as "pain points."

3: How does your Anthem help you solve this problem?

How do you overcome problems or challenges?



FIVE QUICK QUESTIONS ABOUT YOUR ANTHEM

4: What's a specific example of how you have succeeded in the past by applying your Anthem.

When you look at your career, how has your Anthem helped you in the past?

5: What's an example of how you will apply this with future clients to achieve a better result?