



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FASCINATION ANTHEM BUILDER 2.0 WEEK 1

DISCOVER YOUR MOST VALUABLE DIFFERENCES



ANTHEM 2.0 BETA



PART OF THE **FASCINATION ADVANTAGE SYSTEM**

WEEK 1: DISCOVER YOUR MOST VALUABLE DIFFERENCES

You're here! We're going to be creating your own Anthem, so you'll have a tagline for your personality.

By the end of this short program, you'll be able to summarize how you add value in less than 9 seconds. You'll be able to walk into a meeting or start a conversation with a prospective client, and feel more confident and relaxed because you'll know how your personality is most likely to impress and influence that person on the other side of the table.



“It all begins with understanding how the world sees you, at your best.”

Ready? Let's go.

FASCINATION IS AN INTENSE FOCUS.

When you fascinate someone, they're focused on you, and your message. Your personality has certain fascinating qualities, and once you understand them, you become more interesting and more valuable to others.

In this program, I'm going to show you how the world sees you at your best, so you can describe yourself in just two or three words.

My team and I have spent a year testing and refining this process so that you can make it really easy for the people around you to recognize how you are different, and what you do best.

We'll identify and articulate your most valuable traits, so you can be rewarded for what you're **ALREADY** doing right. You can concentrate on the areas that come naturally to you.

THE THREE THREATS

You might be thinking to yourself, “Why can’t I just communicate the same way as I always have? Do I really need to know how the world sees me?” The reality is that every time you communicate you face three nasty, hairy threats:

Distraction

\dis'trakSHən\

noun

The threat of divided attention. Today, shortened attention spans make it increasingly difficult to capture and retain the attention of your listener.

Competition

\kämpə'tiSHən\

noun

The threat of losing in a crowded environment in which others are competing for the same resources, recognition, or rewards.

Commoditization

\kə-,mä-də-tə-'zā-shən\

noun

The threat of becoming so similar to your competition that you are no longer distinct. Once commoditized, you're in a vulnerable position, because you'll probably have to compete on the basis of price.

These threats make it really tough for you to fascinate your listener and influence decisions. If people are distracted when you communicate, they're very unlikely to take action on what you say.

I'm going to give you a tool to triumph over the three threats in one simple way: *by adding distinct value.*

HOW TO ADD DISTINCT VALUE

You may not realize it, but your personality is already adding distinct value. There are probably many ways in which you are good in your work, but there's at least one way in which you are truly exceptional. This points to your natural advantages. These advantages help you become intensely valuable in the right context.

In a distracted and competitive world, people need shortcuts. There's a way in which your personality is most likely to add distinct value. This week, we're going to explore some exercises that will help you on the road to discovering your highest value.

ANTHEM 2.0 BETA WEEK 1

IDENTIFYING YOUR WELLSPRING AND QUICKSAND

Before you can craft an Anthem that is truly valuable, you first have to discover what tasks fill you with energy and what tasks require the most effort for you to complete.

During the next week, think carefully about which tasks fit into these two categories, and write them down in the appropriate box.

WELLSPRING (ENERGIZING)

List tasks here that make you feel more focused and in the flow. When you're completing these tasks, you're productive, energized and challenged.

QUICKSAND (DRAINING)

List tasks here that are extremely effortful for you to complete. They leave you bored, exhausted and distracted. You'd rather be doing something else.