



HOWTOFASCINATE
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FASCINATION ANTHEM BUILDER 2.0 WEEK 3

WHY YOU MUST HAVE AN ANTHEM



ANTHEM 2.0 BETA



PART OF THE **FASCINATION ADVANTAGE®** SYSTEM

WHY YOU MUST HAVE AN ANTHEM

Ever struggle to find the right words to describe yourself?

For instance, have you sat down to write a bio, or apply for a job or school, or fill out a social media profile . . . and then felt uncertain about exactly what to say? You might start to go around and around in circles (typing, deleting, typing, deleting). You might start to question the whole thing.

Once you create your Anthem, you'll have a strong and persuasive phrase to confidently describe how you are most likely to add value. This short phrase goes a long way toward a positive impression. When you know exactly how your personality is most likely to add value, you can make it extremely easy for other people to grasp what you bring to the table.

In this training, you will create your very own Anthem. You'll find out how to apply this Anthem to all communication – from sales calls, to team building.

WEEK 3

“AN ANTHEM IS SIMPLE TO REMEMBER, EASY TO COMMUNICATE, AND INCREDIBLY USEFUL TO APPLY.”

You can use your Anthem to describe yourself in a snapshot, such as a resume or LinkedIn bio. Yet your Anthem is more than just a tagline to promote yourself. You can orient your whole career around it, because it points to your personality's strongest area of performance. It's your core specialty.

How you are different (adjective) + **What you do best** (noun) = **Your Anthem**

You don't have to invent any words for this. Your *Fascination Advantage* report will guide you to your perfect words. Then, you choose from a list of nouns selecting one that identifies what you do best. The results are lasting, but the exercise itself is simple, high-energy, and motivating.

BUILD YOUR ANTHEM

Now that you know why you need an Anthem, here's a quick look at how this process will work:

First, we identify how you are different. Next, we pinpoint what you do best. The process is very simple, and we've already done most of the work for you. You'll pair an adjective with a noun, giving you a short description of yourself.

You don't have to invent any words for this. Your Fascination Advantage report will automatically include the top adjectives that tell us what makes you different. Then, you'll choose from a list of nouns - selecting one that identifies what you do best.

Together these words will create your Anthem. Once you have the right Anthem for you, you can center all communication on it to immediately add value in every interaction.

Here are just a few examples of how you can use your new Anthem:

Start meetings by introducing yourself with how you add value	Ex. "Today I'll be outlining my dedicated vision for this month's projects, and how each team member will contribute most effectively."
Update social media to show people why they should work with you	Ex. "You need to work with me because when other companies get stuck, my imaginative problem-solving will grow your revenue by at least 20 percent."
Re-write your business "about page" so potential customers will understand exactly what you offer	Ex. "Is your team constantly fighting (or projects failing before they even get started)? My coaching service relies on discerning teambuilding to help you get to the root of the problem."

You'll select the words that identify you highest distinct value.

1. **THE ADJECTIVE:** How you are different
2. **THE NOUN:** What you do best

Before we get started, here's what you'll need:

- ▶ Worksheets from week 1 and 2
- ▶ Your Fascination Advantage® report
- ▶ Your Fascination Anthem™ worksheet

Here are some examples to help you understand the importance of your choice. Even similar Anthems will add value in very different ways:

HOW YOU ARE DIFFERENT (THE ADJECTIVE):

FINE-TUNED SOLUTIONS

Mary always sets high standards for herself and her team (and products sell because of it). Her she creates **fine-tuned solutions** to the market's problems by looking at what worked in the past and always striving to achieve more. Thorough market research goes into every decision she makes.

INVENTIVE SOLUTIONS

George is valued for his off-the-cuff ideas and bold experimentation. He regularly comes up with **inventive solutions** by holding weekly brainstorming meetings to keep his teammates on their toes. George's company knows that not every idea will work, but if they never try new ideas, they'll never be market leaders.

WHAT YOU DO BEST (THE NOUN):

SUBTLE SYNERGY

Henry makes a great team leader because of his ability to diffuse tension. Whenever a problem starts to arise, his calm nature helps him create a **subtle synergy** that mellows even the most uptight coworker. As a result, Henry's projects are always completed ahead of schedule.

SUBTLE ATTENTION TO DETAIL

Lindsey has the final say before new products release online. Her **subtle attention to detail** catches mistakes her entire team has missed. Because of her dedication to monitoring projects carefully, her company has an excellent reputation for producing quality content. Product callbacks have reduced by over 50 percent since Lindsey joined the team.

STEP 1: PICK YOUR ADJECTIVE (HOW YOU ARE DIFFERENT)

It's time to look back at your specialty adjectives from week 2. Now that you've had some time to think about it, write down the adjectives that resonated with you the most from your *Fascination Advantage* report:

1. _____

2. _____

3. _____

These adjectives are the building blocks of your Anthem. By the end of this you'll pick the one that truly shows your value.

Not quite sure your specialty adjectives are the perfect fit? Don't worry! Check out all the places you can pull from on your *Fascination Anthem* Worksheet.

HOW TO CREATE YOUR ANTHEM

Your Anthem is a very short phrase, usually just two words long. It describes *how you are different*, and *what you do best*. This is the fastest and easiest way to describe your distinct value. Think of it like a tagline for your personality.



- FIND AND CIRCLE YOUR **ARCHETYPE**
- THEN, FIND AND CIRCLE YOUR **TWIN**

Notice the six adjectives inside those circles.
Which adjective describes *how you are different*?

STEP 1 PICK ONE ADJECTIVE FROM THE MATRIX
(Your adjective describes how you are different)

STEP 2 PICK ONE NOUN FROM THE NOUN BANK BELOW
(Your noun describes what you do best)

NOUN BANK
 IDEAS INSIGHTS SKILLSET EXPERTISE TEAM-BUILDING MINDSET EXPERIENCE

STEP 3 NOW, COMBINE YOUR ADJECTIVE AND NOUN TOGETHER
 Finish this sentence: My distinct value is my ability to deliver...

_____ (adjective) _____ (noun)

For Complete Instruction on the Anthem Method,
Please Visit: HowToFascinate.com/Anthem OR
Email Us: Hello@HowToFascinate.com
HowTheWorldSeesYou.com

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LEARN MORE IN
How the World Sees You: Discover your highest value through the science of fascination by Sally Hogshead



If you're having trouble picking an adjective, take a look at your wellspring/quicksand worksheet from week 1. Think about which adjective really explains how you add value on a regular basis.

▶ Write the adjective of your choice on your *Fascination Anthem* worksheet.

ANSWER THESE QUESTIONS

WRITE THE ADJECTIVE YOU PICKED IN THE BLANK

▶ “People can always count on me to be” _____

▶ “I can solve certain problems better than anyone else because I am”

▶ “I am better suited to serve my customers because I deliver solutions that are”

Do these statements fit you?

If so, you're ready to move on to step 2. If not, keep working on it.

STEP 2: PICK YOUR NOUN (WHAT YOU DO BEST)

You do many things *well*. But what do you do at your best? When you are making a real difference on an assignment or task, what exactly are you giving to others?

This word is a *noun*, and forms the second half of your Anthem. It describes what you do best.

To get you started, the next page gives you a list of nouns. This will help you envision your value in a more tangible way. Read through the list. Then ask yourself: *Which noun best describes what I do best?*

Write the noun of your choice on your *Fascination Anthem* worksheet.
Once you think you've found the right choice, continue on to step 3.

STEP 3: BRING THE WORDS TOGETHER TO CREATE YOUR ANTHEM

Combine your adjective with your noun, to create a pairing of two words. This is your Anthem: The tagline for your personality.

Your Anthem is the simplest way to describe your distinct value. It's the essence of your communication. You can use this phrase as a guidepost, pointing all of your communication in this direction.

Our goal here is not to just write your Anthem, but to apply it, every day.

If you're still a little unsure, here are some examples:



WHAT DO YOU DO BEST?

NOUN WORKSHEET

- Accuracy
- Attention to Detail
- Attitude
- Awards
- Brainstorming
- Character
- Communication
- Creativity
- Credentials
- Energy
- Experience
- Expertise
- Flexibility
- Follow-Through
- Ideas
- Influence
- Insights
- Mindset
- Network
- Precision
- Problem-Solving
- Relationships
- Reputation
- Results
- Skillset
- Solutions
- Stamina
- Standards
- Team-Building
- Tenacity
- Thought-Leadership
- Vision
- Work Ethic

FINANCE/SALES

- Selling
- Management
- Business
- Negotiations
- Banking
- Profits
- Sales
- Goals
- Leverage
- Investments

NONPROFIT

- Development
- Initiative
- Conservation
- Integration
- Strategies

ADMIN/HR/ TRAINING

- Objectives
- Protection
- Specialist
- Procedure

- Policies
- Relations
- Management
- Programs
- Training
- Collaboration

MARKETING/ DESIGN/ART

- Writing
- Presentations
- Entertainment
- Marketing
- Trends
- Techniques
- Designs
- Communication
- Pizzazz

TECHNICAL

- Solutions
- Programs
- Procedures
- Analysis
- Assistance
- Operations

- Logistics
- Maintenance
- Specifications
- Mechanics
- Engineering
- Synergy

LEADERSHIP

- Management
- Accountability
- Achievements
- Principles
- Leadership
- Coaching
- Framework
- Engagement
- Experience
- Mentoring

OTHER

- Action
- Approach
- Attention
- Awareness
- Certainty

- Community Building
- Connection
- Direction
- Efficiency
- Excitement
- Execution
- Imagination
- Ingenuity
- Initiative
- Inspiration
- Interaction
- Knowledge
- Management
- Network
- Originality
- Participation
- Play
- Precision
- Readiness
- Resourcefulness
- Stimulation
- Structure
- Style
- Understanding

STEP 4: TAKE YOUR ANTHEM FOR A TEST DRIVE

If you're sure you've crafted the best Anthem for you, perfect! If you aren't sure though, we suggest you try your Anthem out for awhile (maybe a few Anthems if you still aren't sure).

Over the next week, keep the “**Test Drive Your Anthem**” worksheet on your desk and fill it in whenever you use your Anthem. By the end of the week you'll start to see if your Anthem is ready to go.

NOW YOU HAVE IT: FILL IN YOUR ANTHEM

Imagine that you take your new Anthem, and describe it like this:

“If you need someone who delivers _____, I can help.”

“Even when things get tough, I promise to give _____.”

“If you're like me, you want someone who can give _____.”

Your Anthem is a promise of what you can be counted on to provide to the others.

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