

[BE Foundations] ANCHORING & ADJUSTMENT



Don't be afraid to throw around some big numbers - even if they are arbitrary.
Use this worksheet to practice ANCHORING & ADJUSTMENT

1) REFRAME

How can you incorporate a HIGH ANCHOR into this generic statement?

People love to work with me and many clients buy additional services.

2) FIND YOUR OWN

Anchoring & Adjustment examples (or a lack of them) are everywhere.

Find an example that uses an anchor. Find a generic message and add an anchor.

3) YOUR BUSINESS

How can you use anchoring & adjustment in your messaging?

List at least 1 HIGH anchor and 1 LOW anchor:

**WANT
HELP?**

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