

finding the voice of your brand

You have 7 seconds to capture someone's attention. Let's make it count.



what's my one word? my tagline?

Personable	Professional	Words from Strengthsfinder, Myers-Briggs, or other assessments:
Spontaneous	Careful planning	
Modern, high-tech	Classic, traditional	
Cutting-edge	Well-established	
Fun, playful	Serious	
Accessible to all	Exclusive, upscale	
Fast-moving	Steady-moving	
Casual	Elegant, formal	

When people talk about you, they always say:

One trait that gets you promoted:

One thing you always do:

One thing you never do:

advocating for yourself

MY MOST IMPORTANT IDEALS

What standards guide my actions and decisions?
What's the one core idea or phrase that best describes who I am or aspire to be?

what do YOU want?

If I could do new things, what would they be?

People don't know unless you tell them.

what makes me unique?

What do I bring to any opportunity that makes me different from everyone else?
What abilities have I continued to strengthen in every role?

- ▶ Ability to...
- ▶ The best compliment I ever got...
- ▶ Expertise in...
- ▶ Have a knack for...
- ▶ Talented at...
- ▶ Effective at...
- ▶ Capacity to...
- ▶ Aptitude for...

BUILDING YOUR ELEVATOR SPEECH



elevator speech

You're a solution to someone else's problem, so go ahead and ask.
- Marcus Lemonis

An elevator speech is a clear, brief pitch about YOU.

Ask an executive for projects to grow your career.
Stand out to a new contact at a conference or trade show.
It can lead into a deeper dialogue about what you can offer,
and get you through the awkward silence at social events.

LET'S GET STARTED:

Create 5-6 sentences that simply explain what you do.
Follow the templates and examples below:

I help [target audience] **do** [statement of need or opportunity]
through [differentiator]

I help customers get the best value for their dollar through strong relationships.

I help [target audience] **do** [statement of need] + [statement of benefit]

*I help job hunters tell irresistible personal brand stories
that their listeners remember and respond to.*

I connect [target audience] **to** [something they want] + [differentiator]

I connect people to new opportunities with the perfect introduction in 20 words or less.

I [transform/translate/convert a problem] **into** [something aspirational]

I make complicated ideas easy for anyone to understand and communicate.

I help [target audience] [fix their problem]

I help customers locate and project the timing of their deliveries.

The opportunity to do [project] **encouraged me
to ask for your help because** [reason].

*The opportunity to do the strategic analysis encouraged me to ask for your guidance
because this project will help you to see how we can improve our ROI,
and it will help to develop my strategic thinking skills.*

TIP: Record yourself to check the timing and hear your impact. Practice on people who will tell you the truth, and ask for feedback. Then work to make it flow off your tongue

networking made easier

*The key to business isn't being smarter or wealthier;
it's being able to connect with people.*
- Marcus Lemonis

If you don't get the opportunities you want, go find them.

- ▶ Volunteer
- ▶ Join a board
- ▶ Participate in community events
- ▶ Join new affinity groups
- ▶ Actually go to the networking events at professional conferences.

don't be shy or embarrassed.

If you're introverted, work the room, and then go home to recharge.
While you're there, engage 100%.

smile.

Even if you're not having fun, pretend. Smiles are contagious and
the more you smile, the more pleasant the reception you'll get.

introduce yourself.

Start a conversation by introducing yourself. It's much easier to
converse when you're on a first-name basis.

ask a question.

Once you've said hello, have a couple of open-ended questions in your
back pocket so you can get the conversation started (not a yes or no question).
Only then mention your goal.

offer to help.

"Giving to get" is effective. Ask: "What can I do for you?" Offering to
help someone with their goals will pay you back with more help than
you might imagine.

don't monopolize.

Spend a few minutes discussing your goals, then let the conversation
move on to other topics.

be positive.

People don't like negativity, so put a positive spin on your conversation.

TIP: Connection is critical. Find the qualities you aspire to, and start connecting with
those people regularly. Simply nurture the relationships. Never underestimate a
person's role and their importance...be kind and courteous to everyone.

TO Dos

1. CAPTIVATE THEM.

Smile and look them in the eyes. Be energetic, but natural.
Time for connection & conversation.
FIRST impression = LASTING impression.

2. GET TO THE POINT.

WIIFM. How do you add value? Introduce yourself and
then focus on how you can help them.

3. BE CREDIBLE AND CONFIDENT.

Give a short & sweet, concrete example of who you are,
what you've done, and what you can do.
Leave them wanting to hear more!

4. INVITE THEM TO COFFEE.

Ask for a meeting. People may not be able to help you,
but they often will give you advice, or point you in a new
direction. Be sure to pick up the tab.

- ▶ I want to gain exposure in the industry...
- ▶ I'm hoping to find a role in...
- ▶ Can you give me suggestions as to how I can...
- ▶ Are there opportunities for me to develop...
- ▶ Do you have insight on how I can apply...

5. HAVE A BUSINESS CARD HANDY.

How do they contact you? Worst case
scenario, if you don't have something to
leave with them, mention that you'll follow
up with them on LinkedIn.

REFINING YOUR ELEVATOR SPEECH:

1. Write down everything that comes to mind. Try it several ways.
2. Make strong, short, powerful sentences. Take out the fluff.
3. Put the best pieces together so it flows smoothly.
4. Memorize key points and practice 5-10 times a day.
5. Create different versions for various business situations.

