

Introduce & Explain You, Your Business & Your Brand In A Way That Inspires People To Want To Know More About You

WORKSHEET #2

How To Use This Worksheet...

1. You can print out this Workbook or save it on your computer or other electronic devices. And you also have a Notes section at the end of this Workbook to add even more thoughts and comments to help you make the most of this lesson so it helps you develop your **aptitude** as much as your **attitude**, both tangibly and intangibly, so you **apply** them more effectively to help you **achieve** what you want to.
2. Enjoy making the most of these tips, thoughts and techniques and remember the No.1 rule of learning anything: It's about TAKING ACTION and IMPLEMENTING so YOU ACHIEVE RESULTS! So...all you need to do **now** is to decide the following: **WHAT ACTION ARE YOU GOING TO TAKE WITHIN THE NEXT 24-48 HOURS TO MAKE THIS HAPPEN!?**

Now For The Good Stuff...!

There are various ways of introducing yourself and explaining what you do in a way that can grab people's interest and make them more interactive with you than they're likely to be with the vast majority of people who are either too functional or, in some cases, too flamboyant or even fatuous.

There are two main ways to engage them: the short-form and the long-form explanation. Let's continue with the long-form:

This can be used when you're more immersed in a conversation because the chances are you've been making them feel and even appear more fascinating than they thought they were...because they're talking about themselves.

There are 4 parts which follow the following format:

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1. Introducing yourself – but in the context of the other person's pain points
2. Reinforcing the practical and other implications these pain points have for them
3. Reassuring them that what you do helps them avoid and overcome these pain points
4. Explaining the benefits of what you do to help them overcome their pain points

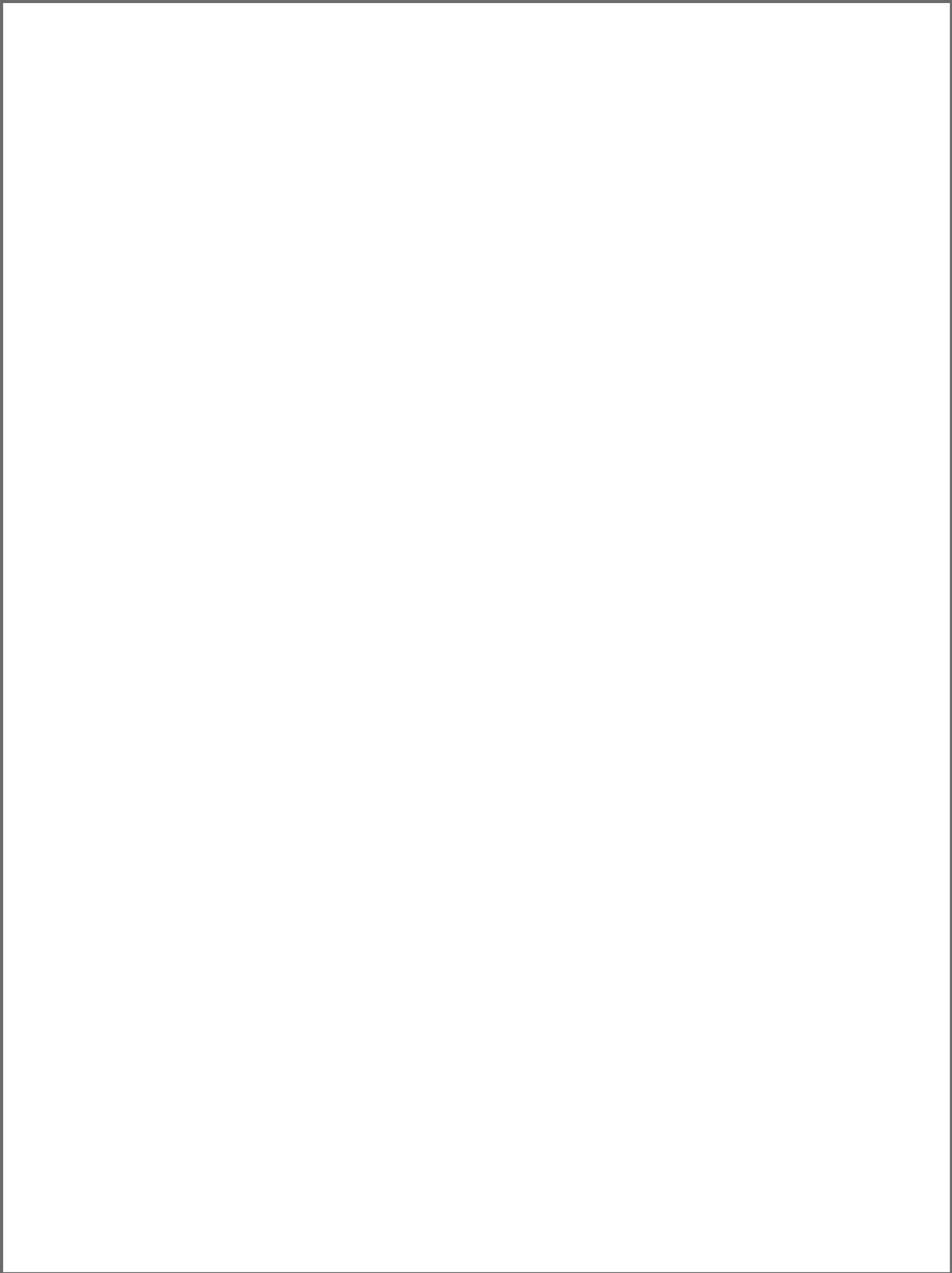
So, an example of this could be something like this – to use what I do:

1. PART 1: You know how a lot of young business professionals can struggle to have the impact they want in their career because they feel they're too young or too inexperienced or not qualified enough or even because they're intimidated by more senior people...
2. PART2: ...which means they miss opportunities to earn the pay increases, the promotions, the recognition and the greater business deals and sales they want and so richly deserve which further undermines their professional and even personal confidence, making them more inhibited and therefore less successful than they can be...
3. PART 3: ...well, what I do is give them the practical and psychological confidence and communication skills that help them create a greater and more immediate impact with both their colleagues and potential as well as existing clients...
4. PART 4: ...so they earn the pay increases, the promotions, the recognition and the greater business deals and sales they richly deserve...and do much more quickly than many of their peers.

This longer form one is best used not from the get-go, but once you've been talking for a while and especially if the person or people you've been speaking to have been talking about themselves. It gives you an even better licence to talk about what you do...and I'm sure do so in a more interesting and inviting way!

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NOTES...

A large, empty rectangular box with a thin black border, intended for the user to write their notes. It occupies the majority of the page's vertical space.