

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

## WORKSHEET #1

### 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 start with the short-form:

Try this 4-step formula for describing what you do in just ONE sentence. And this one actually DOES work!

First of all, write out your answers to the following and then practice saying them out loud:

**“At the heart of what I do is to help A who struggle with B to achieve C.”**

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The 4-part formula comprises:

1. **“At the heart of...”** gives your elevator pitch a more engaging sense of emotion so it has feeling rather than just being functional and factual.
2. **A** is your ideal client.
3. **B** is their biggest issue.
4. **C** is their desired outcome or achievement)

So, for me, this could be something like:

**“At the heart of** what I do is to help **young business professionals** who struggle with **their true confidence skills to communicate compellingly and convincingly** to achieve **greater pay increases, promotions and business sales.**”

**But...it’s not just what you say. It’s the way you say it that’s also important.** Practise delivering this sentence into a mirror so you not only know how to adopt the right tone and cadence in your verbal delivery, but also how to adopt the right facial expression and vibe in your non-verbal delivery.

Why?

Because if you say something that sounds good but, facially, you look like you’re confessing to shoplifting, then it undermines your elevator pitch completely. So, when you DO utter your compellingly concise sentence, be positive, be punchy and then the chances are you’ll be profitable!

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