



Introduce Your Business Effectively in 60 Seconds

For many of us, our success in business is dependent on becoming “known,” and “getting our name out there.” Sometimes that’s difficult when you’re given nothing more than 60 seconds for your introduction. A good introduction and/or introductory speech is vital for success in business. Ever find yourself so wrapped up in describing what you do with lingo and jargon, that you lose sight of how to make an impact? Try these tips:

- **Start by stating your name clearly.** It’s always a good idea to state your name clearly and proudly. “Hello, my name is Cheryl...Cheryl Robin...” Give your name a chance to sink in!
- **Identify the pain you resolve.** Your ideal customers have some sort of pain, problem or critical issue that your company can resolve. It may sound silly to say, but know those pains and make sure your business examples/referrals and testimonials specifically highlight those pains you can soothe. Use memorable and emotional words, coupled with expressive body language and gestures to help your listener “feel” the pains of your best prospects.
- **Identify your target customers and why they should come to you to resolve their pain.** You may be speaking with someone that doesn’t need your services, but you must remember that he/she is your link to that next client. This person may know of a colleague or family member that could use your help. So be sure to highlight specifically how you and your company resolve their pain.
- **Use your voice!** Varying your voice not only makes you sound more interesting and passionate about what you do, it captivates the listener. It demonstrates confidence and excitement about your product/company. Be passionate about your business. Remember the last time you heard someone talk about their business in a monotone fashion – did their product seem interesting enough to buy? Of course not – and you’ve already forgotten his or her name. Put it all together and remember, it’s not just WHAT you say, but HOW you say it that makes all the difference!