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Solo Flyer
The Solopreneur Zone
http://www.solopreneurzone.com
Volume 2, Issue 10, 2003
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Solo Flyer is the e-zine for those "flying solo" in their own business - Solopreneurs. Whether you've been in business for several years or haven't yet taken the plunge, you will find resources, strategies, new ideas, support, and ways to connect in every issue.

Fly solo, but don't go it alone!

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1. A NOTE FROM DAWN

Isn't it amazing how we can love what we do so much, and still not be able to describe it to others? Even if you've been in business for several years, you probably still feel challenged answering the question, "What do you do?" Today's feature article addresses how to turn those 30 seconds into more business.

And be sure to check out the Teleclasses section below. Karen Habegger of Revel Coaching has generously offered to make her "How to WOW Others with your Elevator Pitch" class available for Free to Solo Flyer readers. She only has 5 spots left in her class next week, so register now...

Dawn

P.S. – We noticed that the last issue of the Solo Flyer wasn't opened by as many readers as usual. If you did not receive the last issue dated 10/8/03, you may want to add dawn@solopreneurzone.com to your Address Book and "safe" list. You can read the last issue "Do You Know Who Your Clients Are?" by visiting the Previous Issues section of http://www.solopreneurzone.com/SoloFlyer.htm

2. THE BEST WAY TO SPEND 30 SECONDS

And What Do You Do?

Are you filled with excitement or dread when asked that question? We want to tell others what we do, but often trip ourselves up trying to describe what we do. Maybe you respond with a simple, "I'm a Coach" or "I do administrative work for small businesses from my home".

The response from the person you are talking with is usually this, “Ohhh...”, often followed by, “Well, it was nice to meet you...”

Name, Rank and Serial Number Doesn't Cut It

There's a reason why captured military personnel are told only to give “name, rank and serial number”. It's because it doesn't tell the other person anything! And yet, that's what most of us do when asked about our work. When you simply state a title or try to describe the tasks you do, you are leaving too much to the other person's interpretation, which means they end up filling in the blanks for you.

What's in it for Me?

In the last issue, we talked about how each of us naturally focuses on ourselves. When talking to others, we usually perk up more when we hear about something that might be of value to us.

When crafting your 30-second introduction (or Elevator Pitch as it's affectionately known), spend time thinking about what's important to your potential clients. What do they value, what do they struggle with, what keeps them up at night?

Jargon Will Get You Nowhere

Stating that you use the, “Horizontal Model which ensures the W.H.A.K process is successful” impresses only other people in your field. The rest of us are wondering where the snack table is. The easiest way to clean up your Elevator Pitch is to check for (fill-in-your-field)-ese.

If it's not a commonly known word, cut it out and replace it with words that a sixth grader would understand. While it's tempting to use fancy words and jargon, the listener's brain gets so caught up in trying to understand what you said six words ago that they won't be able to hear the rest of what you are saying.

Can You Say That in 50 Words or Less?

Keep your introduction short and simple. Read through it several times, looking for and cutting all extraneous words. You know it's too long if you're saying, “and I...and I...and I...” Whet the listener's appetite, but don't give them the whole five course meal – wait for them to ask for more.

Give 'Em a Point of Reference

Even when you've simplified your language and cut unnecessary words, your self-introduction still may not capture your listener's attention. You need to give them a point of reference for what you are saying. One way to easily do this is to start with the phrase, “You know how...” For example, “You know how business owners spend so much time doing their paperwork and record-keeping that they feel too exhausted to do their actual work? I take care of all your administrative tasks so you can focus your time and energy on billable hours.”

The “Oohh, That's Me” Factor

When you address the listener's specific problems instead of describing what you do, you're giving them something they can relate to. Showing that you understand even one of their problems demonstrates that you “get” their needs. Some call this a “hook” because it's presented in a way that the listener will always be able to answer, “yes”.

Increase Your Referral Rate in 30 Seconds

Why go through all this effort for 30-seconds of time? Because the person on the other end is either your ideal client or knows someone who is. A well-crafted Elevator Pitch will give the listener such a clear picture of who you work with that they think of you every time they bump into your ideal clients.

Don't forget to ask the listener how you'd know if you bumped into their ideal client. In fact, that's the best way to start a conversation, even before talking about yourself. You'll make it easier for the other person to introduce themselves and they'll feel more compelled to help you because you offered your sincere help.

Want to Perfect Your Elevator Pitch by the End of Next Week?

Now that you've heard how valuable a well-crafted elevator pitch is, would you like to perfect yours by the end of next week?

A wonderful coach colleague of mine, Karen Habegger, is offering a great, interactive teleclass titled "How to WOW Others with your Elevator Pitch" next Wednesday at 3pm ET. This class is for you if you are ready to design a message that hits the mark! You'll want to come to the class prepared with your working Elevator Pitch and be ready for some helpful feedback from Karen and your peers. Since it's a highly interactive class, she only has 5 spots available. To register, visit http://solopreneurzone.com/Teleclasses_Free.htm

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3. TELECLASSES

Marketing Strategies that Suit Your Personality: 10/30, 3-4pm ET

The 'Effortless' Marketing Plan: 11/11, 3-4pm ET

Interviewing Prospective Clients: 11/19, 4-5pm ET

"Thanks so much and I REALLY LIKED listening to the teleclass. I could see myself making these kinds of "mistakes" by doing this marketing and that marketing, and I've blown a lot of money without following up. THANKS SO MUCH and I'm sure I'll be listening to it again and more....." Jacky Lynch
<http://www.justaskjacky.com>

For Package Pricing, Class Details and Registration, visit

http://www.solopreneurzone.com/Teleclasses_Live.htm

Can't make these class times? All of our teleclasses are available for purchase Today on Real Audio for only \$15. More details at http://solopreneurzone.com/Teleclasses_Purchase_RA.htm

Free Teleclasses

How to WOW Others with your Elevator Pitch – Wednesday, 10/29 at 3pm ET (offered by Karen Habegger of Revel Coaching <http://www.revelcoaching.com>)

For Details and to Register, visit http://solopreneurzone.com/Teleclasses_Free.htm

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4. RESOURCE LOUNGE

A couple of resources we love...

Acteva <http://www.acteva.com> Have an upcoming event you'd like online registration for, but don't have a credit card merchant account or time to set up a special page on your website? No problem. You can set up an account with this service and be processing registrations that day! Their system captures registrant's information, offers competitive credit card processing fees and generates reports for you to keep track of your event.

Café Press <http://www.cafepress.com> Want a few T-shirts, mouse pads or bags with your logo, but haven't found a way to print such small quantities? Café press enables you to upload your logo and have it printed on a variety of products. They also offer audio product duplication and even your own online store. Their prices are high, but that is balanced by the fact that you do not need to buy and keep any excess inventory or process the sales yourself.

For a complete list of resources we love (growing weekly), visit the Resource Lounge at http://solopreneurzone.com/Resource_Lounge.htm

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5. VIRTUAL CONNECTIONS

We know how tough it is to "go it alone". That's why we created Virtual Connections.

Have you checked out The Virtual Water Cooler? It's a free monthly community teleconference call where you can share ideas and questions with peers from around the globe. Join our next call on Thursday, November 13 from 4-5pm ET. For details visit <http://www.solopreneurzone.com/WaterCooler.htm>

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