

## 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

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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.