



COACH SCHOOL

– with Lorraine Hamilton –

ABOVE THE NOISE

MODULE 4

Talking About Your Business
10 Second Intro Worksheet

Talking About Your Business

Now that you are clear on the problem you solve, and who you solve it for, it's time to start telling people.

The 10 Second Intro

This is the most common description of your work but can also be the trickiest as you have the least amount of time and words to play with. This is the one to use at parties, BBQs, non-business conversations, and personal introductions.

Here is the simplest structure:

I'm [insert your name] **and I** [insert interesting verb] **for** [insert ideal client description.]

A slightly longer version looks like this:

I'm [insert your name] **and I** [insert interesting verb] **for** [insert ideal client description] so that they [insert the results of your work].

Now it's your turn to put together your 10 second intro. As you work through your ideas try to resist the temptation to use the word 'help' as your interesting verb. The point of the 10 second intro is to get people to ask more about your work and stimulate discussion.

(Have a few different versions up your sleeve to use depending on the audience, and what feels right.)

Talking About Your Business

The 10 Second Intro – Your Turn

Example:

I'm Lorraine Hamilton and I flip ambitious online business owners' thinking so that they can play bigger, make more money and ditch the frenzied marketing tactics that leave them burnt out, frustrated and poor.