

Part 1: Introduce your business (60 seconds)

Construct a sixty-second presentation using these lead-off phrases as your framework. You don't have to use these exactly as they are shown – just the ideas behind them.

Lead-off...	Your Content
Did you know...	
Well, ...	
Here's how you'll benefit (from using my product or service)...	
My name is...	
Remember me for (reinforce the benefit of what you do best – your Memory Hook)....	

Memory Hooks

Ivan Misner, networking guru, suggests using Memory Hooks as a tool to vividly describe what you want people to visualize about your product or service to help them remember you. It doesn't have to be funny, but it helps. Here are some examples.

- Interconnect/telephone sales rep: "The next time you're in someone's office look at their telephone system. If they have fat wires, they need me." (Old phone systems use thick wires.)
- Skin care consultant: "If you have a face, you could use my products. If you know someone who has a face, they could use my products."
- Carpet cleaner: "We steal dirt from houses."
- Dentist: "My filling station is downtown, where I put the bite on decay."
- Lawyer: "Before you turn to dust, see me for your will or trust."
- Realtor: "I help people find a home – not a house, but a home. Not a place where you live, but a place where you love to live."
- Roofer: "A roof done right is watertight, but a roof done wrong won't last too long."

Part 2: Create word of mouth interest (60 seconds)

Next, at a networking lunch or event, you want to provide context for how others can help spread the word about your business. Many people make the fatal mistake of assuming that others know a lot about their business. Everyone has something to educate others about... businesses are changing all the time. Don't lose the opportunity to tell someone about it.

For example, just because you are a bank, doesn't mean I know what services you offer. Do you provide loans? What types? Do you offer debit or credit cards? Do you provide business services? Do you offer refinancing? Equity loans? Who is your desired customer? Or if you are a florist... are you a FTD florist? Do you handle emergency orders? Do you do a good job at weddings? What varieties of flowers do you offer? Do you provide business accounts? How do I keep flowers alive longer?

Choosing one aspect of your business, complete the following worksheet by being specific about what organizations you would like to get referrals from. This may change from week to week, but right now, who are you targeting. Create your presentation by answering the following questions.

Question	Your Answer
Who are you looking for (what kind of referrals)?	
What can you do for them?	
When do you do what you do?	
Why should they come to you?	
Where do you do what you do?	
Close by stating your name	

A shorter version example for Bob Smith might be: "I want to help secure the future for people who are about to retire from aerospace companies, like McDonnell-Douglas. Having two current clients with this profile, I understand what is lacking in the standard retirement programs they are receiving from their employers. There is great opportunity to improve their legacy by..."

In summary, this information will be useful in creating a dynamic two minute presentation for any business setting. Utilize any opportunity to practice your message until you like how it sounds. You will likely find that you want to frequently revise it to fit certain situations. Remember... be concise and meaningful. Talk about how you are unique. And by all means, have FUN doing it!