

COACH'S TIPS



Tip #8

Your Minute of Glory!

You only have 60 valuable seconds to attract your audience's attention when you **PRESENT YOUR BUSINESS**. It's important to take the time to think about it and prepare accordingly:

WHO are you?

Tell us WHO you are

This part is pretty simple: mention your name (in full) and your profession or title. Ex: Nancy Lehoux, manager and professional coach.

WHAT do you do?

Clearly present WHAT YOU DO, how you do it and who you are looking for - markets and target customers

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WHAT makes you stand out?

To create a lasting impression clearly define WHAT MAKES YOU STAND OUT

This should include your expertise, what differentiates you from your competition and how you provide a unique customer experience.

Ex: accountability, follow up, customer service, specialty, product or service that you offer, , reaching out to clients, best practices, etc.

Your business & who you wish to connect with?

Signal your desire to CONNECT WITH MEMBERS for 30 minutes of interaction at the end of the meeting

Indicate your intentions to do business with other members at the end of the meeting. Who do you want to follow up with after the meeting? What do you want to discuss? With whom have you done business with this week? Who you interested in meeting to share with, learn more about their business, and how to refer?

Tag Line?

Describe your business TAG LINE.

Popular for marketing, a business tag line should be memorable : often it makes people smile and/or can communicate a concept, feeling or experience.

Ex: For beauty made with passion, think Studio Escape! Or for travel, consider Giving your dreams flight!