

Interesting Introductions

People often think that you only need an introduction or 60-second pitch if you have to introduce yourself in front of an audience or at a networking event, however it is something that you need to have prepared for many other reasons too.

Reasons to have an introduction prepared...

- When a contact introduces you to someone they know.
- When someone asks you 'so what do you do?'
- When you are writing an email
- Making an initial phone call
- Facebook live or skype call

Where to start?

Audience - who are you introducing yourself to?

Content - what are you going to say?

Delivery - how are you going to say it?

Contact - how can people find out more?

Audience

Think about your audience...who are they?

Have people there met you before?

Is it a formal environment, relaxed, sociable?

What problems might they have?

How can you add value to their business?

Content

What would they like to know about you?

Are there any key messages, facts you want to share with them?

Special offers or incentives.

What is your USP (unique selling point), why should people choose you?

What are the benefits of working with you e.g. experience, skills, local, award-winning?

Delivery

Adapt to your audience when delivering your pitch.

Are you going to be serious, humorous?

Ask audience questions...who struggles with? Who needs or wishes that?

State facts and results you have achieved.

Give examples...typical customer, projects etc.

Make it memorable 'aka the death lady'.

Contact

How can people find out more?

Clearly, state a call to action.

Share your website or repeat your business name.

Invite people to come and have a chat.

The Things Not To Do

- Do not sell
- Don't assume people know you or what you do
- Don't use acronyms or jargon

Template example...

Who are you?
What do you do? What problem can you solve or how can you make people's lives easier?
Where do you work, which geographical areas?
Why should people use your business?
Which audience are you looking for, which clients or customers?
How can people find out more?

Final thoughts...

Practice your pitch to a colleague or in front of the mirror.

Smile and breathe.

Most of all 'people buy from people', so be yourself!

Information courtesy of Socially Shared Business Support Network

www.sociallyshared.co.uk