



Networking Self-Introduction Formula

By combining elements of work that you've already done, you can create an effective, attention-getting, and memorable self-introduction for yourself. Use this introduction when you are asked to stand up and introduce yourself.

RULE: Just like in your elevator speech follow up, do not use the word "I" any more than TWICE when referring to yourself. Sound impossible? Take a look at my example.

Step 1: Start with your **killer elevator speech**. It should grab attention, especially because some people will HEAR that you are talking about them.

Step 2: State **your name**. Now that they know what you do and for whom, tell them who you are, and your title. Don't worry about the name of your business, unless it is significant to your audience for some reason, such as it is both very well-known and respected.

Step 3: Identify a good referral for you, but don't call a referral a "lead." A referral is someone who can talk to you, and a lead is a person who is ready to buy. A referral can be ready to buy, and most people feel more comfortable setting up a conversation rather than a sale. Be specific about who your referral is, using a categorical identification rather than a description, such as "business owner" rather than "someone who owns a business." You'll find this information in your marketing plan.

Step 4: Explain how to recognize the appropriate time to refer to you. This information is also in your marketing plan, describing the motivation for action.

Step 5: Give clear and simple directions for what to do to refer to you.

Example: My Self-Introduction

Step 1: Killer Elevator Speech	I help small businesses attract more clients.
Step 2: My Name & Title	I'm Veronika Noize, the Marketing Coach.
Step 3: My Ideal Client	A good referral to me is a small office or

	home office business owner, or independent sales rep, like an insurance agent or financial planner.
Step 4: How to Recognize a Good Referral	You'll know it's the right time to refer when you hear them say something like: I love what I do, but I hate to market. Or: This economy is killing my business.
Step 5: How to Refer to Me	When you hear that said, you'll know it's time to introduce us by email, and let me take it from there.

Now, it is your turn! Here is your worksheet:

Worksheet: Your Self-Introduction

Step 1: Killer Elevator Speech	
Step 2: My Name & Title	
Step 3: My Ideal Client	
Step 4: How to Recognize a Good Referral	
Step 5: How to Refer to Me	