

The DIY Marketing Center Signature Networking Rock Star Introduction Formula

You can create an effective, attention-getting, and memorable “rock star”-quality introduction for yourself by using this simple formula

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 functional title (that’s a descriptive title rather than a job descriptor). 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.

How to ROCK IT: Add a question at the beginning to grab attention, and wrap it up by repeating your name.

Example: Ronnie’s “Rock Star” Introduction

ROCK IT: Ask a Qualifying Question + Raise Hand	How many of you are looking for new clients??
Step 1: Killer Elevator Speech	I help small businesses attract more clients.
Step 2: Name & Functional Title	I’m Ronnie Noize, the Marketing Coach.
Step 3: Ideal Client	A good referral to me is a small office or home office business owner, or independent sales rep, like a financial planner or a coach.
Step 4: How to Recognize a Good Referral	You’ll know it’s the right time to refer when you hear them say: <i>I love what I do, but I hate to market. Or: This economy is killing my business.</i>
Step 5: How to Refer	When you hear that said, simply introduce us by email, and let me take it from there.
ROCK IT: Repeat Name &	I’m Ronnie Noize, the Marketing Coach.

Functional Title	
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Your Networking Rock Star Introduction

ROCK IT: Ask a Qualifying Question + Raise Hand	
Step 1: Killer Elevator Speech	
Step 2: Name & Functional Title	I'm
Step 3: Ideal Client	A good referral for me is a
Step 4: How to Recognize a Good Referral	You'll know it's the right time to refer when you hear them say:
Step 5: How to Refer	When you hear that said, simply introduce us by email, and let me take it from there.
ROCK IT: Repeat Name & Functional Title	I'm

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