

Crafting Your “On Brand”

15-Second Moment

30-Second Introduction

60-Second Speech

The Key Moments of Your First Impression

A Do It Yourself Guide By Maria Elena Duron

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About This Guidebook

This guidebook was created as a result of several presentations to high performing executives and entrepreneurs. Each of them helped to shape and develop this book into the practical application resource that it is.

By the end of this guidebook, you'll have everything you need to create your "on brand" 15-second moment and 30-second introduction. You'll use it at networking events, in your marketing materials, on your website, in your blog and as you answer anytime someone asks, "So, what is it you do?"

Thank you for utilizing this guidebook – I hope it brings you the irresistible momentum of possibility created from when opportunity and preparedness meet. Here's to you and your definition of success!

Cheerfully!

Maria Elena Duron

chief buzz agent & connections coach
buzz To bucks connections | personal branding agency

The Basics of Networking

Your networking success depends on three key factors:

1. Building Relationships
2. Giving First
3. Constant Exposure

Building Relationships

To effectively build relationships, you need to establish the “know, like & trust” factor with your contacts.

We’re all bombarded with sales and marketing pressure. When you focus on building relationships, it helps you rise above the noise and build trust. It’s also a much less stressful approach!

Relationships first, business second – age old Asian proverb

When we’re in “selling mode,” we only feel successful if we achieve a sale or a prospect. We may end up with a collection of business cards, yet if we don’t truly connect or start to build a relationship with those people, there’s nothing to develop that on. Remember, “It’s not who you know, it’s who knows you.” And, no one wants to be stand close to anyone who reeks of “commission breath” (that hard, pushy, desperate, in your face person looking to do business at the event).

When you build relationships, success is achieved by being warm, friendly and interested in getting to know the other person. The added benefit is that you will naturally attract business and referrals from the people you met. They will like you, trust you and remember you when they need your service.

Giving First

Think carefully about this paradox: At a networking event, everyone wants to sell, yet few people go in with the hopes that they'll find something to buy.

Of course, the main goal of attending a networking event is to build your business and to better yourself as a business person. Yet, if you're only there with your own interests in mind, people will feel it and you will leave a bad impression, or even worse, no impression at all.

Invisibility Is A Fate Worse Than Failure

If your strategy is to help others first, they will look forward to meeting you, connecting with you and helping you back. It's a win-win situation, because the other person get something they need and you feel good about helping someone else. Giving is also a great part of building relationships, which we already know is a sure path to new business and referrals. When people remember you did something for them, they will be more inclined to remember you and recall interactions with you in a very positive light.

Look for opportunities to give help in two main ways:

1. Introduce the person to someone else in your network who can meet his or her need for specific information, a product or a service. To achieve this building a large network of contacts to draw from is helpful.
2. Freely offer tips and resources in your area of expertise. You're not "giving away the farm" yet you are sharing some of the basic information of your expertise that would be so valuable to another and gives them a chance to sample your character and competence. To achieve this, listen carefully when someone speaks, and always have a few useful tips or industry updates prepared before the event.

Constant Exposure

Before someone buys from you or even recommends you, they need to hear your marketing message at least 7 times. So, it's no surprise that the people who are most effective at networking attend events regularly so that people see them and hear their message consistently.

The goal is to be the first person someone thinks of when they need your services.

Designing Your Introduction

Preparation

In order to design and deliver an “on brand” 15-second moment and 30-second introduction, you have to decide what you want to say and craft your message carefully. If you’re winging it, it will show. The key to have consistent, clear, memorable, succinct and understandable marketing message that is “on brand” is preparation.

Having an introduction prepared accomplishes two goals:

1. Develops your self confidence
2. Creates an engaging marketing message that generates interest rather than a simple acknowledgement.

Components of a Good Introduction

Your goal is to **engage** people by talking about **them**, and use this to **generate interest** in what you do.

Criteria:

Your marketing message must be consistent, clear, memorable, succinct, “on brand” and understandable.

(on-brand means a true reflection of your authentic strengths and your unique promise of value. It is NOT about positioning!)

Key:

Engaging your audience (you’ll know if you did when your time is up!)

Fundamentals:

Your questions, ideas and communication skills combined with your passion, belief and attitude.

Objective:

Engage your audience with information about them that makes them interested in you.

Secret:

If it’s your 15-second moment, keep it to 15-seconds.

If it’s your 30-second introduction, keep it to 30 seconds.

Your 30-second introduction is one of your most important marketing messages. It must be clear, consistent, memorable, succinct (no wasted words), and understandable.

Mistakes to Avoid

See if you can spot the mistakes in the following example:

“Hello. My name is Maria Elena Duron. My company is ABC Coaching Support. I’m a Business Coach and Trainer, offering personal brand development, like a brand audit, brand communication plan and coaching to small business owners who are ready to get rid of the repetitive, non-income generating marketing tasks. I provide one-on-one coaching, group coaching, teleseminars and webinars. I’ve been coaching for 10 years. I also have an automated greeting card system and teach people how to put referral systems together through an on-line system. I’ll help you get more clients and be more productive, save you time and money, so call me for more information.”

Did you recognize the mistakes? What was your own reaction? Did you want to find out more about my business or did you think, “Who cares?” Here are a list of common mistakes people make when introducing themselves.

Mistake #1:

Wasting time by mentioning your business name. Unless you work for a well known company, no one cares.

Mistake #2:

Stating your title. Your audience may have a preconceived idea of what you do and stop listening.

Mistake #3:

Marketing more than one business at a time. It will dilute your message and hurt your credibility.

Mistake #4:

Listing all the services you offer. Again, it’s a time waster and your audience will stop listening. You want to tell them just enough so they’ll want to know more about what you do.

Mistake #5:

Using “big” words or industry jargon.

Mistake #6:

Going over 30-seconds. Longer messages are simply not as effective.

Mistake #7:

Stating the years you've been in business or doing what you're doing. No one cares. What does it mean for the audience. Leave this out!

Mistake #8:

I'll save you time and money – everyone says that. These are empty words. What really does make you unique?

6 Elements to Create Your Outline

In order to get the reaction you want (“Tell me more!”), you need to prove to your potential clients (your target market”) that you understand what they are looking for.

Here are six steps that will help you define your outline:

1. Summarize who your target market is in one sentence. The more specific the better.

2. List the three biggest problems that your target market faces:

a. _____

b. _____

c. _____

3. List how you solve those problems and give your clients unique solutions:

a. _____

b. _____

c. _____

4. Include the most dramatic results (WOW-factor) that you or your clients have achieved.

a. _____

b. _____

c. _____

5. List the results and benefits your clients get:

a. _____

b. _____

c. _____

d. _____

6. Your call to action. What do you want your audience to do next? What if they want to learn more?

a. _____

b. _____

Your Outline

Now simply drop your answers from the previous questions into this template, and you've got your outline.

"You know how (insert answer #1) do, are OR feel (insert answer #2)? Well, what I do is (insert answer #3). The results is (insert answer #4). The benefits are (insert answer #5). (Insert answer #6)."

Remember, this is just the outline. You'll need to trim it down, jazz it up and polish it! Practice saying it out loud until you're sure it's 30-seconds or less.

Test this against "Components of a Good Introduction" from earlier in this section.

Variations

Here are four variations of the basic temple that you can try:

1. Instead of asking a question (“You know how...?”), make a statement, “I help (answer #1) who (answer #2) achieve (a combination of answers 3,4 and 5). All you need to do is (answer #6).”
2. Include a tip, trick, suggestion or resource. “My name is.... This week I’d like to share a great resource that has helped me...” *This variation is to be used with a group that knows you well; they’ve already heard your 30-second introduction several times and perhaps you’ve already done business with some of them.*
3. Engage your audience and make them see a picture of the benefits your service will afford them. “As as (answer #1), wouldn’t it be great if you could (a combination of answers 4 and 5)? Now you have a choice of (answer #3). You no longer need to (answer #2). To find out how (answer #6).”
4. Ask ‘qualifying’ questions and get the audience involved by raising their hands. “Who here would like more/less...? Who would like to know how to...? My name is.... And I help people like you to (answer #5). Find out more about (answer #6).” Be cautious about this being too pushy or ‘sales-y’. This variation can be risky, since people don’t want to be sold anything. So really give them something to walk away with.

The 15-Second “On-Brand” Moment

Now, using the same information to put forth the 30-second intro – here’s an outline for your 15-second moment.

“I am (name) specializing in (answer #1). I (answer #3) and (answer #4-the WOW factor – why you’re the best at what you do). (Answer #6)

Again, practice this until you have it down to 15-seconds and it sounds like you, in your style and tone.

Your 60-Second Speech

This speech is not one that you'll use often – not at first greetings anyway. You will use it when you're asked by someone at an event or meeting to "tell me more about what you do". Remember, that sentence is not permission to begin a long dissertation or "laundry list" of the many service and products you provide. It's a chance for them to quickly, in 60-seconds, sample your character and competence, gives them a little bit more about who you are and your personal brand and gives you a chance to say "tell me more about you". Being a great conversationalist, which translates to being a great listener, is a key **RULE OF ENGAGEMENT**.

Here's how to craft your 60-Second:

Use the children's story book outline to help you stay on track with this tool – it's highlighted in **BOLD**. (Only use it in your mind – no need to "say" any of the storybook part out loud).

"**ONCE UPON A TIME** there was a (insert answer #1). **SUDDENLY** they were faced with (insert answer #2). **LUCKILY** (insert answer from #4 or #3). And, they were able to (insert answer #5) **AND LIVE HAPPILY EVER AFTER.**"

For example, **ONCE UPON A TIME** I was working with a high performing executive. **SUDDENLY** he was faced with the opportunity of meeting some visiting corporate leaders and arranging a dinner meeting. **LUCKILY**, I was able to provide a review of his personal brand and help with image, etiquette, networking and presentation skills. He was not only recognized and remembered but he secured his dream position within the organization **AND LIVED HAPPILY EVER AFTER.**

Here's another example, **ONCE UPON A TIME** I was working with a high performing entrepreneur. **SUDDENLY** he reviewed his business and realized he needed to work on marketing and was not sure where he was stuck in the marketing cycle. **LUCKILY**, in three hours I was able to assess where his bottleneck was and craft a marketing plan that would get clients now. He has seen an increase of 300% in profits **AND LIVED HAPPILY EVER AFTER.**

With 60-Seconds, you can say more – just be cautious not to take more than 60-seconds!

Next Steps

Practice, Practice, Practice

Your 30-second introduction, 15-second moment and 60-second speech should be in constant evolution, as is my own. As you say it out loud in the real world, you will get insight as to what works and what doesn't. So, don't get stuck trying to make it perfect before using it. Use this model to get started, and modify it as you go along.

Other modifications are how to answer "how are doing?" or "what have you been up to?" Be sure to spend time crafting answers to those so that you're not one of those poor souls who crash while "winging it"!

Still not sure your intro is as effective as it could be? Try a Buzz to Bucks Strategy Session with Coach Maria Elena Duron, a certified personal brand strategist and connections coach, for \$157.

About the Author



Maria Elena Duron specializes in helping high performing executives, entrepreneurs and professionals in the service industry who love what they do but struggle with marketing and self promotion. She makes it easy to understand. Within 3 hours, She'll help you identify where you're stuck in the marketing process and come up with an action plan to gain immediate results.

If her no-nonsense, inspirational type approach appeals to you, we invite you subscribe to our free newsletter, Buzz To Bucks Connections, on www.buzz2bucks.com. Every other week, you'll receive straightforward and simple tips, suggestions and advice to compel other to speak positively on your behalf and attract the best connections.

As Chief Buzz Agent (CEO) and Connections Coach with Buzz to Bucks Connections, she's quoted by Entrepreneur Magazine, The Progress Report, PC World Magazine, Forbes.com, Hearst Newspapers, Nueva Vision & Nuestra Cultura.

Maria Elena Duron is featured on CBS-7 with weekly business coaching and connections tips. And, is highlighted in the bestselling book, "Career Distinction". She is author of the books: Mouth To Mouth Marketing and Built by Association.

Maria Elena Duron is the Multi-Cultural Based NetWorking Editor with the National NetWorker, the Brand University Columnist with the Personal Branding Mag, and an expert status author with Ezine Articles.

Free checklists are at our website, www.buzz2bucks.com, to help you get started in managing your personal brand. Subscribe to the FREE newsletter, check out the helpful FREE downloads, and get the self study materials that are available to you right now!

Our mission in motion is to provide the up and coming and high performer connection resources that compel others to speak positively on your behalf!

Join her on her blog, The Buzz 101, as she shares ways to make higher level connections and build a powerful personal brand at www.thebuzz101.com

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