**Developing a 45-second networking presentation**

**or how to prep a snack-sized word salad**

**Worksheet – for use with my mini writing workshop. Please feel free to print and share it but I kindly ask you credit me and put in a good word, thank you.**

**Here we go**

A few top tips before you start writing anything:

* Since humans began talking, language has been more about story than it has been about stuff. So, find the story and you’ll have a winning and memorable sales pitch.
* Sell the sizzle, not the sausage.
* Don’t use eleven words when six, well-chosen ones will do
* Keep it informal – your everyday work may involve lots of technical and professional language but think about how you can transform this into terms that everyone is likely to warm to, to understand and embrace.
* You are at the centre of your life, your business and your universe – this is your story so make sure you choose authentic ones.
* Every word is an opportunity.

**Now let’s start thinking about your presentation (don’t write anything yet, unless it’s to jot down a few notes). A good networking introduction should cover three things:**

* What do I do?
* Why do I do it?
* Why should anyone care?

**But to keep things colourful, we’re going to have a rummage for a few cool words first.**

Think about five words for each of the four bullet points.

**Keep the words related to how you are as a human being - think words like brave, quick-witted, honest, golden-haired, elegant or troublesome, rather than lucky, successful, the boss or well-educated.**

**Keep it quick-fire. Only allow yourself thirty seconds or so per category – this needs to be an instant, impulsive reaction.**

* How do you describe yourself, who are you? Not how other people see you but how you see yourself. Tough one but be as honest and as positive as you can.
* Your Saint-Tropez you (or the Amalfi coast or St Ives, you decide). You know the scene: azure water, big sunglasses, yacht in the bay, afternoon sun catching the painted buildings, glistening sea. Your skin is warm and you just feel good.
* Your Wall Street you. Think click-clacky heels across city sidewalks from the subway, striding across a vast atrium, riding the lift to the top, huge shoulder pads. Powerful, confident, assured. If that’s not your thing, think riding into a storm on the bow of the Rainbow Warrior or climbing to the top of the tallest tree you’ve ever come across and looking out across the canopy.
* Your gift – and by this, I mean the human value of what you give to the world. Not just through your job but through your everyday life. Do you give people more time, are you a refuge they can retreat to, which problems do you help them to solve?

**You’ll have a word bank of around twenty words now**

* Expand on them if you like. A thesaurus will help, or allow yourself to disappear into the rabbit hole that is thesaurus.com.

**Don’t skip this next step – it makes sure the words you choose really reflect you and you don’t fall into cliché.**

* Sit with your words for a minute – are there any that start to shine? Circle them, these are your words. Not shining yet? Give it more time.

**Now construct your profile – initially write just one sentence for each.**

**When it’s written and you can time it, expand a little on the points you think are important.**

* What do I do?
  + Think about your gift and weave in a few of the words you’ve written.
* Why you do it?
  + Think of the words you used for your St Tropez you and your Wall Street you.
  + This is your beauty, your sass, your power.
* Why should anyone care?
  + Think of specific outcomes you want for your customers and clients.
  + Try to avoid phrases like ‘I help other businesses to…’
  + Be confident – I create, I craft, I encourage, I write, I draw, I advise.
  + Think about what your customers’ problems are and how you solve them – what would life be like without you? How do you put things right?

**Expansion:**

* Develop your word bank – it’ll change as your business grows.
* Adapt the text for other platforms:
  + keep social media short and sweet.
  + expand the text for an *About Me* section of your website.

**When it comes to writing remember, less is more but make sure every word counts.**

**I’ve taken you through the basic steps of branding, concepting, tone of voice and constructing a piece of writing. But professional help is on hand if you need it, so please check out my website, catch up with Lift Copywriting on Facebook or give me a call and we’ll chat about what you’d like to do next.**