

Three Essential Networking Introductions

Objective: Leave Them Wanting More!

THREE PERSONAL BUSINESS INTRODUCTIONS to use in a variety of networking situations. These should be written out verbatim for us to “rehearse” together. Of course, in real life you will not be reading from an exact script and should respond to appropriate situational cues. However, this provides us with an ideal starting point that can be updated and adapted later.

1. **“ELEVATOR INTRO”** – the standard 30 second intro that quickly identifies [a] what’s special and unique about you; [b] the cool way you do it differently from others; and [c] the type of client you have excellent business chemistry with.

Tip: Try not to sound like you’ve said it a million times and it bores you. Make it sound personalized for each and every new person you meet, not just an obligatory formality. And always focus on making a relationship connection while you are saying it.

Example: “I am a Speech & Performance Coach who teaches Hollywood Delivery Aesthetics to socially conscious entrepreneurs and leaders so they can increase their charisma, sales and persuasion while maintaining integrity in business.”

(You can have a few variations, i.e. sometimes I say ‘Vocal Performance Coach’ or ‘Master Performance Coach’ depending on the crowd and the terms they will relate to best. On the West Coast I am called a Dialect Coach, on the East Coast they call it a Dialogue Coach, and in Midwest Corporate America I am sometimes simply a ‘Speech Coach.’)

2. **“BATHROOM INTRO”** – for casual, “drive-by” networking.

Tip: 10 seconds or less and can be said in one breath very naturally with ease. Don’t laugh – but this may be the most valuable one of all!

Example: “I’m a Speech Coach with a background in comedy who teaches Hollywood delivery aesthetics to socially conscious entrepreneurs.”

(This intro in the bathroom at Lisa Sasevich’s Speak-to-Sell got me a personal email follow up from Andrea J. Lee, and also opened the door to selling a 6-month Platinum package 2 hours after meeting someone at a conference who hadn’t even seen my website or package details!)

3. **“MIC INTRO”** – for when you formally take the stage or mic at a live event and introduce yourself before a comment, question or short presentation.

Example: “Hello, my name is Laura Kessler. www.YourVoiceInBusiness.com. (pause, so they can write it down)... I’m a Speech & Performance Coach who teaches Hollywood Delivery Aesthetics to socially conscious entrepreneurs and leaders so they can increase their charisma, sales and persuasion while maintaining integrity in business. (pause).... My early background was in PR and Communications, before segueing into International Entertainment, Theater, Comedy, Television and talent-scouting for Major record Labels... Now, as an Executive Coach, my passion is using these same skills to help socially conscious business owners - especially introverts - achieve more presence and power so they can make a greater impact with their life’s purpose....My question is/ Today I’ll be discussing....”

Tip: Brevity is best. Be unique and brief, and quickly get to the core points. Humor is good!