



7 Steps to a Great Introduction

1. **Who:** name and business
2. **Tag Line**
3. **Problem:** what is the pain, problem, stress, or challenge you solve for people
4. **Ideal Clients:** who do you love to work with?
5. **Transformation:** What do your clients have to look forward to? Give them hope and a glimpse of the results or transformation you have in store for them!
6. **Call to Action:** What action do you want to take (A follow up call? coffee? free consultation?)
7. **Question** to move the conversation forward: You may want to ask the person if they have any questions for you. Then I would suggest moving conversation on to the person you are speaking with. Begin asking them who they are and what they do!

Memory training tip: Want to file this structure onto your body files. Use all ten files starting with an elevator on your toes to remind you this is your elevator speech!

Not a memory training grad yet? Try this! Link each picture below together in a story.

1. elevator (title elevator speech)
2. owl
3. price tag
4. caution road sign
5. picture your favorite client
6. lots of butterflies
7. giant phone
8. neon question mark

Example:

Hi I'm Kristin Thompson with Thompson Professional Development. We help you speak your message, serve your purpose, and grow your business!

Bob: in what way?

Well a lot of people find that many entrepreneurs are great at what they do, but struggle to communicate in a way that converts.

Bob: I hate when that happens!

Exactly so I work with lots of coaches, entrepreneurs, and consultants to help them speak their mission their mission in away that naturally attracts clients, serve their purpose in a bigger brighter way, and grow their business. So they can do what they love and make a great living!

Bob: That sounds really helpful.

Its is! Here's my card. We should catch up on the phone after this event.

Bob: Sounds good.

So Bob, tell me a little more about yourself?