



*First impressions matter. Make yours count.  
Learn to attract, impress and motivate your ideal clients in 60-seconds or less.*

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# *First Impressions Matter*

Perception is everything. Like it or not, how others perceive you determines whether or not they like and trust you, and eventually choose to do business with you.

People hang out and do business with people they like and trust.

Appearance, image and personality influence first impressions - the way we come across to others. First impressions determine whether or not we get the guy or girl, the job, the bid or promotion. Every time you meet someone new it's an opportunity to make a good first impression . . . or not.

## **We All Need to Belong**

We all judge each other based on many unconscious factors, in spite of whether we think we are judgmental people or not. It's instinct. We can't help it.

Being able to assess people and situations in a split second is a survival mechanism that's hard wired into our DNA. Even if you don't want to judge people based on appearance, personality or the way they interact with others, you can't help it. Human beings are tribal and have an innate need to fit in and be accepted by the rest of the tribe. The need to belong is a basic survival instinct.

## **The Paradox of Being Human**

It's tricky to balance our strong survival instinct to belong with our desire to be loved and accepted for our authentic selves. Sometimes the two seem mutually exclusive. Therein lies the challenge, to bravely be your authentic self confidently and boldly, in order to attract your true tribe, the ones who appreciate, value and accept you just as you are.

It's a funny little paradox we humans all share, we want to be loved and accepted for who we are, warts and all, yet we're terrified of revealing ourselves and being vulnerable, for fear that people won't like and accept us as we are.

We're afraid to show everyone who we really are. We hide behind masks, thinking it's safer, but is it? At some point we either have to take a risk and be real, or sell out, hide and hope that someday someone will find us. What's more likely is you get trapped living an inauthentic life. Life is too short for that.

Leaders are trail-blazers. Everyone else follows. It takes guts to be a leader and forge your own path, in spite of what others may think. Even if they judge you and don't understand, be a trailblazer anyway.

Get out there and shine your light for the world to see. One of two things will happen - you will either scare off the prospects that aren't right for you, *OR* you will attract people who love you and want exactly what you have to offer.

Most likely it will be both. Be ready for that. You aren't losing anything. *You're actually saving tons of time by scaring off the people who aren't your ideal clients.*

This eBook is designed to empower you in discovering, embracing and accepting who you uniquely are and then positioning yourself to capitalize on your uniqueness by serving those who really want what you have to offer.

## **Technology Helps**

In today's high-tech world, everything is literally available at our fingertips. Technology has changed everything. It's made the world a smaller, faster, and more accessible place.

Technology is a tool we can use to attract, impress, influence, connect with and ultimately, dare I say that dreaded four letter word, “sell” to prospects to convert them into customers or clients.

If your success depends on building a network of clients and customers, professional colleagues and allies that support your success, then making a lasting first impression that attracts, impresses and motivates them to respond to you in a favorable way is essential. There is a process for doing that. There’s more to it than you think.

*Success in 60 Seconds™* is designed specifically to help you discover, define and showcase your unique value in order to attract and serve your ideal clients.

*Success in 60 Seconds™* helps you:

- Discover and define your unique value
- Clarify the benefits you provide to those you serve
- Identify your ideal client
- Define target markets to find your ideal clients
- Attract, impress and motivate them to do business with you

***Think of the possibilities - if you could attract, impress, and motivate people to do business with you simply by showcasing your best attributes in a 60-second or less introduction.***

Would that make your life easier? Would it save you time and money on marketing that isn’t getting results? Would you like to work smarter not harder?

There’s a simple formula for success. Focus on the unique way you help others. Then talk to those people who want and need what you have to offer. Forget about everyone else. Yes, that’s right. Forget about anyone else who is NOT your ideal client.

### **Excavating the Buried Treasure within You**

This isn’t about being someone or something you’re not. Quite the opposite. This is about being who you are proudly, boldly and confidently, and positioning yourself to capitalize on your assets.

Perhaps you aren’t even aware of the buried treasure that lies waiting beneath your average worn out introduction. But, there are priceless gems and precious metals to mine down there. The *Success in 60 Seconds™* program provides a process to help you excavate the buried treasure within you and put it on display.

When you’re clear about your unique value and how you benefit others, then your business will thrive and succeed, because you’ll serve others with confidence, authenticity and integrity.

# *Serve and Succeed*

## *Be Different. Be Generous. Exceed Expectations.*

### **The Purpose of Business**

Businesses are designed to provide a product or service that helps people improve their quality of life by either solving problems, eliminating pain, or satisfying needs. That's a fundamental marketing principle.

When a business provides value to those it serves it will inevitably succeed and prosper. It's quite simple, but not always easy. Give something of value and people will happily pay you for helping them satisfy a need, solve a problem or relieve a pain.

To be successful in business, make it easy for people to pay you by providing incredible value - **under promise and over deliver**. When you serve your client or customer well, they will gladly pay you and help you grow your business.

*Your success will be effortless, when you serve your ideal client, in your unique way.*

### **Attract Prospects with Irresistible Offers**

Attracting new prospects by offering free irresistible offers is a way to give before you get. By giving before you get, you show prospects that you are willing to invest in earning their trust and business. Show them your desire to serve them is sincere by giving them something of value before they make any commitments or spend any money.

The advantage to an irresistible free offer is that you position yourself to be an expert advisor that educates and empowers prospects to make informed buying decisions. And, if you're the one giving them all that valuable information that helps them make a buying decision, who do you think is the most likely candidate they will buy from?

***Give before you get. Eventually you'll have plenty of new customers and a steady stream of new referrals flowing in from raving fans that adore and appreciate you.***

***The irresistible offer is about them not you.*** We'll discuss this more in the next chapter. For now, make sure that whatever you give them is something they want, and that it's something you're qualified to give in your unique way. This establishes credibility and trust with all those new relationships you'll attract with your free irresistible offer.

### **The Giving Never Stops, Never**

The giving doesn't stop at the attraction stage either. Keep giving throughout the sales cycle - communication, excellent customer service, quality products and services, follow up etc. If you conduct your business as a way to serve, help and give people what they need or want, you will succeed, *if you attract them with the right bait*. **Your irresistible free offer (IFO) is that bait.**

IFO's are designed specifically with your ideal clients' problems, pains and needs in mind. So, you must be clear about who they are and what their problems, pains, needs and wants are. So, let's dive in to find out, shall we?

# *Tune into WIIFM*

## *It's NOT about You!*

### *Successful Businesses Serve and Solve Problems*

#### **What problems do you solve? What pain do you eliminate? What needs do you satisfy?**

Can you answer these questions clearly and easily regarding your product or service? If not, then why are you in business? Think about it. To make a living? Okay, but how? What are you providing in exchange for the money people pay you for your product or service?

Businesses provide products or services that provide something of value to consumers. If they don't, they won't be around for very long, plain and simple. Businesses provide value to customers by solving a problem, relieving a pain, or satisfying a need. If your business doesn't do that, then you don't have a business. You have a hobby you're trying to get other people to fund.

*Successful businesses serve others by solving problems, relieving pain and satisfying needs.*

I know, I know! I sound like a broken record already. Make this your new mantra. Commit this to memory. 😊

#### **Simple recipe for success:**

***Focus your marketing efforts on how your product or service benefits your ideal client, rather than trying to sell them something.***

Tune into **their** favorite radio station **WIIFM – What's in it for me**. When you do, they will listen to you, because you'll be speaking their language and singing their tune. So how does that work?

#### **Features versus Benefits**

A feature is an attribute of your product or service, such as - a red bike that has extra wide tires. A lot of businesses make the mistake of advertising features of their products, rather than translating what those features mean to their customers in terms of benefits.

Pssst! Here's a secret for you:

***Customers don't care one iota about the features of your product. What they do care about is WIIFM.***

As a business owner, if you focus your advertising and marketing efforts on answering, "What's in it for me?" You'll attract, impress and motivate more interest in your product or service, because you'll be speaking in your ideal client's language. They won't need a translator.

So what do extra wide tires on a bike mean for me anyway?

Benefits communicate *WIIFM* to your prospects.

For example - *Mr. and Mrs. Ideal Client, we designed these bikes with the extra wide tires (features) for the ultimate fun ride that is safe and reduces falling (benefits), so you can enjoy safer off-road adventures or cruises on the beach (benefits).*

Features are about the product, whereas, ***benefits are about the customer***. Got it? Good. Moving on.

## What benefits does your product or service provide?

Step back and look at your business, your product or service, and ask yourself these questions:

1. What problems does my product/service solve for my customers?
2. What pain does it relieve?
3. What need does it satisfy?
4. How does my business bring value to and serve others?

***Answer these questions and you'll be speaking customer-ese - your ideal client's native tongue.***

Now onto sales.

### **"Sell" is a 4-Letter Word**

There are certain words that trigger resistance in people. "Sell" is such a word. The whole idea of being sold turns people off.

***Most people would much rather BUY something instead of being sold anything.***

Instead of trying to *sell* someone something, ***help or serve them*** instead. People appreciate it when you help or serve them and their needs sincerely. When we help or serve people, it promotes good will and builds rapport and trust.

***When you help people find the information they need to make informed buying decisions, it establishes trust and loyalty. If you don't, someone else will.***

Help and serve your prospects to become customers that buy from you instead of your competitors.

***Remember people like to buy from people who help them, rather than people who try to sell them.***

## *What Unique Value Do You Provide? Dare to be different. Don't fit in. Stand out instead.*

### **What do you do anyway?**

Okay, now it's time to chat about what you actually do in your business. Do you sell widgets or serve pizza? It doesn't really matter. However, listing the tasks you actually do in your business may reveal hidden skills you may be taking for granted. A combination of these tasks may be used to build your unique value. Let's take a peek.

List everything you do. Include the mundane stuff like - pay bills, sweep floors, plan out the schedule, order supplies etc. No matter how insignificant it may seem, if it's something you spend time and energy doing for your business, it counts.

So why the heck am I asking you to write down all this stuff? Because it's the foundation for identifying your unique value and the benefits you provide others.

You may not see that right now, but you will.

I'll help you see the goldmine that's hiding out in all that busy work you've been doing to fill your days and keep the business running.

For example, if you do your own bookkeeping that shows us you're good with numbers and record keeping. That

translates into attention to details and tracking results. Do you think that would be helpful, or of interest, to your ideal client? Yes, of course it would, especially if they are a detail-oriented person.

That's just the beginning. Now let's look at your product or service and your unique approach to delivering that product or service.

### **What product or service do you provide?**

Do you sell a product or a service? Each has its own set of possibilities and challenges. In the end, it all comes down to, how well does it serve or help your ideal client solve a problem, relieve a pain or fill a need?

I know. I know. I sound like a broken record. Commit it to memory and you'll become a marketing rock star for your own business.

***Effortless success is as easy as communicating the unique benefits you provide to solve problems, relieve pain and satisfy needs for your ideal client.***

Okay, products versus services.

### **Products are Things**

In some ways selling products is easier than selling services, because you have an item to show your prospects and customers. They can see something tangible that you're selling.

The down side of being a product driven company is that there's inventory to manage, manufacturing, quality control, and shipping and handling issues to contend with, in order to keep the business going, growing and flowing. If you don't manage all these aspects of the product, you don't have a business.

Also, with products there's a tendency to talk about their features, rather than translate what benefits those features provide your customers.

Your job is to translate product features into benefits for your ideal client. Remember to answer their most important question – *What's in it for me?*

### **Services are Deeds**

Services, on the other hand, are a whole different ball game. You have to prove something with nothing. You are selling an intangible promise that you have a service that will help them in some way. You have to establish trust, in order for them to listen to you, let alone buy from you.

The up side is you have more control over how you market and deliver your service. You can be creative and really jump outside the triangle.

Whether it's a product or service, people always look for – *What's in it for me?* Translate your unique value provided clearly, so they can actually imagine themselves experiencing the benefits of using your product or service.

### **What do you want to be known for?**

Your brand is your promise and your reputation. It takes years to build a brand that can be destroyed in an instant.

***Build a brand you can be proud of and deliver on it consistently and confidently.  
Don't promise what you can't deliver.***

***It's better to under promise and over deliver than to over commit, fall short, disappoint and fail.***

Perhaps your products or services aren't unique. But how you deliver them is.

What are you going to do about that? How are you going to compete with every other Joe Schmoe who's out there selling the same thing?

How can you bring your own unique spin to make your business stand out from all your competitors. Don't be safe and sorry. Be bold and brave. Put yourself out there and shake things up in your industry. Dare to be different and stand out!

Taxi cab services are regretting Uber and Lyft driving people around faster, cheaper and safer. But, if you're able to do something cheaper, faster and better then do it! Sure it might piss off a lot of people, but your innovation will make you rich, while improving the experience for the end user.

Whole industries have been transformed as a result of innovative thinkers who dared to be different and go for it. How can you do that in your own industry? Be a trail blazer. Be creative and surprise them with something different and better.

***It's usually not just one thing that makes you unique. Most likely, it's a combination of things that equal your unique value.***

Providing good customer service is too generic. How can you create raving fans with over the top customer service that leaves customers feeling like royalty? Do you serve home-baked cookies while they wait? Do you send them a gift card a week after the sale to say thanks? Do you show them you are committed to a long-term relationship with them, not just a one-night-stand sale? How are you different? Prove it with action and exceptional service.

### **Have Fun Creating Your Brand**

It's human nature to get complacent and comfortable, but that's death for a business. Keep things fresh, new, different and moving.

Since you spend so much time, money and energy on your business, you might as well enjoy it and have some fun with it too.

Be creative in how you provide your product or service, as well as how you market it. How can you put your own special spin on an old idea to refresh it with a new approach. Your prospects and customers will notice and appreciate you for it. And, you will stand out and get their attention.

What can you do differently, that will grab people's attention and keep it? It's usually something simple and catchy like – Nike's *Just do it!*

What "*just do it*" idea do you have hiding up your sleeve? It's time to pull it out to win the deal.

***Defining your unique value is essential for setting yourself apart from your competitors.***

### **Clarity Points the Way to Success**

When you clarify what makes you unique and how that benefits your ideal client, you'll save tons of time and money marketing to the wrong people. You'll market smarter, not harder. It will seem effortless and easy, because you'll be marketing to your ideal client - someone who really wants what you have to offer.

That's who you focus all your marketing efforts on – your ideal client and what they want or need to make them happy. Forget about everyone else. They don't matter. Harsh? Nope. It's efficient and effective. **Attention:** If they aren't your ideal client they don't care anyway.

***Define, clarify and showcase your unique value and how it benefits your ideal clients for a winning recipe for success.***

## *Why Should They Believe You?*

*Surprise People. Be Rare - Under Promise and Over Deliver.*

Establish credibility and trust by positioning yourself as an expert advisor who is a reliable resource people can count on to educate them, rather than sell them. Help them make informed buying decisions.

### **The Internet Changed Everything**

The world has become smaller and more easily accessible with a mere click of a mouse. Consumers can find anything they're looking for online now. The internet has made it more convenient for shoppers to research and acquire all the information they need in order to make informed buying decisions. If you aren't educating them, someone else is.

*When you're the one steering the direction of the conversation, you have the power to influence and persuade prospects to buy from you.*

### **Show Don't Tell**

Create an opportunity for prospects to experience your product or service by showing them.

Stories and anecdotes sell.

Tell a story that makes it real for them. Put them in the experience of using your product or service. Remember, possession is nine tenths of the law. Grab their attention and keep it with stories that put them in the experience of using your product or service.

### ***Make it real to seal the deal.***

Show them how they will experience the benefits you promise. Lead them onto the path of redemption. Guide them to their freedom. Be the way shower that helps them get what they want, rather than just some other guy or gal trying to sell them something.

Got it? Good. Let's keep moving. We're getting to the good stuff now.

## *Be Real or There's No Deal*

*When you show people how real and vulnerable you are it makes it safe for them to do the same.*

Remember where we started? We all want to impress each other so we belong. When we take a risk to show our humanity to prospects and customers, it removes the risk from them. It provides safety for them to meet you halfway. Take a risk. Be yourself, warts and all.

### **Tell the Truth – Say “No”**

Instead of promising them the moon, don't be afraid to say “no” you can't provide something. Tell them the

truth about what you can and can't do. It builds a deeper layer of trust. It shows them you have integrity and know your limitations and aren't going to make promises you can't keep. When you know and share what your limitations are, people realize that you're telling the truth and not willing to say anything to get the deal. It's a relief for them. It's also very rare.

***Be rare. Do business with integrity. It will pay off in the long run.***

Tell stories and share testimonials about how your product or service benefited someone. Stories show results that help them make a connection to your product or service. Anecdotes, stories and humor help build rapport and good will.

Remember, people like to buy from people they know, like and trust.

Be accessible and real and you will win more deals.

***Be yourself and only work with people you like who also like, appreciate and respect you.***

## *Rapport Opens Doors*

### *Listen and be present. That's enough.*

Do you want to know the secret for building rapport with anyone at anytime in any situation?

Tune in to *WIIFM*. Ask questions and listen. Then listen some more. Respond accordingly.

Done.

Yep, it's that simple.

Moving on.

## *Who is Your Ideal Client?*

### **Who, what and why?**

If you go on a vacation without a destination in mind, it's difficult to get there, even with a map. The destination determines the route and how to prepare appropriately for the trip.

Networking and marketing for new clients without any idea who is the right client for you, is like going on a trip without having a destination in mind.

***When you're clear about who your ideal client is, and where your target markets are, then you can map out a route that ends in a successful transaction.***

This may help:

- Why are you in business?
- Who do you help?
- How do you help them?
- What problems do you solve for them?
- What pain do you eliminate for them?
- What need do you satisfy for them?
- What benefits do they experience from your product or service?

## Who is your “Ideal Client”?

Your ideal client is the reason you’re in business. They are the people who *really want* what you have to offer. They are the low hanging fruit that’s easy and effortless to pick. They get it and want it. ***It’s all about them.***

It starts with clarity about who your **IDEAL CLIENT** is, not any old client, but your **IDEAL CLIENT**. They are the only client or customer that matters. This is a very important distinction.

When you get this one, you’ll succeed with effortless ease. If you don’t, you’ll waste a lot of time, energy and money talking to and pitching the wrong people. You’ll end up trying too hard to convince people who don’t get it and have no interest whatsoever. You’ll spin your wheels without winning any deals! Stop that! It’s a waste of your valuable time, money and energy.

***Knowing who your ideal client is and only speaking to them, marketing to them, and selling to them, is the fastest and easiest road to success.***

Your ideal client is the perfect customer, who needs your product or service in order to live a happier, healthier, stress-free life. Your product/service solves a problem, eliminates a pain or serves a need for them that enhances their quality of life.

***You’re in business to help your ideal client. No one else matters.***

***When you serve your ideal client everyone wins.***

Trying to please everyone is a waste of your time, money and resources. You will spend more time, work harder, spend more money and be frustrated trying to please people that don’t truly appreciate your value and the benefits you offer. Not so with your ideal customer. They get it and so will you.

## *Target Markets are Your Hunting Grounds*

*Don’t worry about having everyone like you. Focus on the few who matter.*

Long gone are the days when marketing was about mass appeal. Focus on niche markets to find the people who can really benefit from your product or service. It’s the most effective way to market.

### **The Best Marketing Approach Ever**

Want to save time, money and frustration on your marketing? Don’t chase everyone. Only focus on helping your ideal customer or client get what they need and want. Forget about everyone else. Watch what happens. You will succeed with less effort and expense.

### **Where do I find my ideal clients and customers?**

Target markets are the hunting grounds where you find your ideal clients.

Even though your ideal clients may be found in different target markets, they all share similar characteristics.

For example, you sell high-end women’s apparel. Your ideal client may be professional women between 30-35 years old who earn over \$100k and want to upgrade their image.

Where would you find such women to market too? What target markets would you find these women in? There may be

several, not just one place, to find your ideal client.

### **Finding Your Target Markets Requires Research**

Market research is essential in order to define your target markets and find your ideal clients. Once you figure them out, don't waste your time marketing to anyone else. They won't see you, hear you, or even care. But, your ideal client will. They are the only one that matters.

If you don't have the time to research where your target markets are, then hire a market research service to do it for you. It will be money well spent, because they'll save you tons of time and money by speeding up your learning curve.

*Market research will provide you valuable information to find your target markets, in order to market to your ideal clients.*

### **Go There and They Will Come**

Once you figure out where our target markets are, create a strategy for meeting your ideal clients there. Are you a networker? Are they local or global? Can you meet them in person or via a website, social media, or an email campaign? How and where will you meet them to connect and initiate a relationship with them?

Creating a marketing strategy that works seems like such a simple thing to do, right? But, simple isn't always easy. There are many factors to consider, in order to create an effective marketing campaign that reaches your target market. How can you inspire desire and interest in your product or service? It's a lot of work, but well worth it. The time and effort you invest up front will pay off later, by generating lots of new leads for you.

### **What's the best approach?**

If you don't have time to do it all, hire marketing professionals to help you think outside the box. They can provide a fresh perspective with creative new ideas on how to attract, impress and motivate your ideal prospects to buy from you.

Start here:

- **Location** - Where are they located? Are they local or far away? Can you meet them in person?
- **Communication** - What is the best way to communicate to them? Emails, blog, phone, webinars, in-person meetings?
- **Pre-qualifying** - Do you need to pre-qualify them to use your product or service or finance it?
- **Trends** - What are the latest trends you can capitalize on that may influence your target markets?
- **Attention** - How can you best reach them to attract, impress and motivate them to notice you, listen to you, and eventually trust you enough to buy from you?

Once you figure out the answers to these questions the real work begins. It's time to create a marketing campaign, with goals and milestones to track. Then you'll need to craft your message or hire a copywriter to write one for you.

Technology can help automate your campaigns so they run on automatic pilot. But, that's a whole other course for another time. In this eBook, we're focusing on the attraction stage of prospecting for your ideal clients and customers.

Now that we've identified who your ideal client is and where to find them, it's time to talk to them in their own language about their problems, pains and needs and how you can help them.

## *It's all about the Benefits NOT the features*

*Learn to be a translator.*

We briefly touched on the difference between features and benefits earlier. Now it's time to dig in for a deeper dive.

This is such a basic marketing concept that so many businesses don't understand. Instead of finding out what a consumer wants or needs, they try to sell them what they have and make them think or feel like they need it.

That sort of manipulative hard sell approach gives the noble profession of selling a bad reputation. When selling is done right, truly as a respectable profession, it serves people in a way that leaves them feeling better than when you found them. Build your business and irresistible offers around your ideal clients' needs and wants to avoid all that mess and drama.

**Recap-** Features are attributes of a product or service, whereas benefits are the results the end user experiences from those features.

*Your job is to be a good translator.* When you learn how to translate features into benefits you will increase your sales conversion rates. Speak in a language your ideal customer can understand. It doesn't help you or your business to intimidate your prospects and customers with jargon. Make them feel smart and important. Speak their language by communicating *WIIFM* benefits. They will appreciate you for it.

***Save time, money and energy. Succeed faster and easier. Communicate how your product or service will benefit your ideal clients.***

### *Why bother? Your ROI*

*If you help enough people get what they want,  
you'll eventually get what you want.*

Zig Ziglar

Why bother with any of this? What's in it for you?

How about effortless and easy success?

Is that a good enough reason?

When you apply these fundamental marketing principles to the attraction stage of marketing your business, it will require less time, money and energy to succeed, because you'll work smarter not harder.

***When you focus on giving your ideal client what they want and need, they will gladly help you grow your business with repeat business and referrals.***

### *Keep it Going*

*Do what everyone else isn't willing to do.*

#### **Create Raving Fans**

The attraction stage of the sales cycle is only the first step in attracting, impressing and motivating prospects to become customers. But, it starts with attraction. If you get this step right, you'll transform your business into a thriving lead generation machine.

From the first step of attraction all the way to closing the deal and beyond, dare to be different. Serve your ideal clients with integrity and generosity. Exceed their expectations during every interaction you have with them. This formula will create raving fans who will return the favor with a constant stream of repeat business and referrals.

Remember this simple but important approach for attracting, impressing and motivating your ideal clients:

1. **Mastery** - Do what you do better than anyone else.
2. **Dare to be different and unique** - Don't fit in. Stand out instead.
3. **Identify your ideal client** - Focus all your marketing on them and no one else.
4. **Research your target markets** - to find your ideal clients.
5. **Communicate the benefits** – your ideal client will experience using your product or service.
6. **Write and practice professional introductions** - that attract, impress and motivate your ideal clients to do business with you. (Or, hire a copywriter to write them for you.)
7. **Exceed expectations** - Under promise and over deliver.
8. **Commit to constant and never ending improvement.**

Now for the grand finale, the reason you downloaded this eBook.

How do you introduce yourself in such a way that grabs people's attention so they want to meet and do business with you?

### *Introductions that Attract, Impress and Motivate Action*

*If you're in business only to make money, you have already failed.*

*Help and serve others and you'll succeed.*

There's a winning formula for introductions that will get raving reviews from your audience.

If you're out there networking to attract leads for your business, you're spending time and money. An effective elevator pitch gives you a return on your investment.

Too many people are complacent "sheeple" following the herd as they go through the motions, without putting any passion or umph into making a lasting impression, let alone a good first impression.

Mediocre won't cut it. If you're going to go to all the trouble and expense to get out there and network, then make it count.

#### **Grab their Attention and Keep it**

You may only get 30-60 seconds to make a first impression. And, you may never get another chance. So don't blow it. Make it count. Go for it and make a lasting impression they will remember.

Grab their attention by focusing on them, NOT you. Rather than hiding behind titles that communicate nothing of value, try introducing yourself with a catchy jingle, or bring a sample of your product to show people. Tell a story about how your product or service has benefitted others.

Make it real and tangible for them. How can you seduce them into experiencing your product or service.

#### **How it started**

The *Success in 60 Seconds™* program started on a dinner napkin at my Tuesday morning business networking

group. I was waiting for the meeting to begin when it hit me. *I should show them what I'm capable of as a copywriter. I'm going to have some fun and get their attention.* And I did!

That moment of clarity changed everything for me. I scribbled a cute little jingle on a napkin and presented it right there on the spot. Every time I introduced myself with that jingle I got business. People didn't just ask for my business card. They actually stood in line after meetings and waited to schedule an appointment with me on the spot. No chasing after them. They wanted it then and there!

I was pleasantly surprised and quite amused at the response. It changed my image in the group almost overnight. My introduction has evolved and changed since then. But, whenever I network or go anywhere and introduce myself, people respond and often want to schedule a meeting with me on the spot.

Here is the first introduction that launched this whole *Success in 60 Seconds™* program. As silly and cute as it is, you have to start somewhere. I'm sharing this with you to empower you, so you won't feel so shy about trying some of your own. Keep tweaking them until you find the one that hits the mark. You'll know it's the one, because it will attract, impress and motivate action from people who want to work with you.

Here it is. Laugh if you want. It's okay. It got results and made me some money.

*If it's a jingle that helps you mingle  
Or content that helps pay the rent  
If more business is what you seek  
At your ads and website I must peek  
I can tell tales that are sure to increase your sales  
Social media you dare not host  
No worries I'll write your posts  
No time for that blog  
I'm happy to write that dialogue  
Writing words is my gift  
To give your sales that special lift  
Schedule 30 minutes with me  
To discuss ideas all for free  
I'm Writing Diva Deb  
When you're at a loss for words, I'll help you find them.*

Why did this work so well? Let's analyze it.

1. **I dared to be different.** It got their attention immediately. Just about everyone in that group eventually hired me to write their elevator pitches for them. Because I dared to be different, I raised the bar for everyone else in that group to improve how they introduced and presented themselves as well. **Everyone benefitted from it.**
2. **It was creative.** Creativity wakes people up and inspires them. It sparks ideas in them about how they could do something different too. It gives others permission to think outside the triangle.
3. **It was about them not me.** It was about what I could do for them to help them get the results they wanted in their business.
4. **It was results oriented.** I focused on the benefits they would receive.
5. **Call-to-action (CTA).** There was a CTA for them to respond to. I asked them to take action to work with me.

**More ideas** – to learn more about the benefits of having a professional introduction that attracts, impresses and motivates your ideal clients to take action to work with you, please visit my website at

<http://writingdivadeb.com/services/business-writing-services/success-in-60-seconds-elevator-speech/>

## Now it's Your Turn

Okay, you've got some work to do. What can you do today? What's the first step to implement all that you've learned about how to attract, impress and motivate your ideal clients to take action to do business with you?

### Here is a simple formula to use to write your introduction:

1. Start with your name.
2. Then identify your ideal clients
3. State a benefit that helps solve a problem, relieve a pain or satisfy a need for that ideal client
4. Follow up with how your approach is unique
5. Wrap up with a call-to-action (CTA)
6. Remember to show your human side, show them you are emotionally accessible and real.
7. Maintain good eye contact.

Here's what that formula looks like:

*I/We help/work with (identify ideal client) to (share benefits they'll receive) (be creative and explain your unique value).  
Wrap up with your name, the name of your business and a (CTA – call-to-action).*

Here's a sample of that formula:

*Hi, I'm Writing Diva Deb. I help busy small business owners save time and money attracting, impressing and motivating their ideal clients to take action and do business with them.*

*I can help you attract more clients the quick, easy and fun way with my Success in 60 Seconds program.*

*If you'd like to find out how, come talk to me after the meeting.*

*I'm Writing Diva Deb. When you're at a loss for words, I'll help you find them. I write so you don't have to.*

Okay, now it's your turn.

Good luck!

Have some fun with it.

*Deborah Brightstar – aka- Writing Diva Deb ©2015*