

## “So What Do You Do?”

When someone asks you, “So, tell me, what do you do?” you want to have a response you’ve crafted that:

- Grabs their **attention** and generates **interest**
- Makes it **easy** to understand what you do
- Captures the **essence** of what makes you **special**
- Communicates **results** clients get by working with you
- Sparks **desire** in people to want to work with you
- Next steps and **action** they can take to work with you

### Let people know where you *\*shine\**!

Here are examples of two introductory statements that are, well, boring...

“I am a nutrition consultant that offers my clients healthy food choices to make them feel more alive.”

“I am a business coach that specializes in marketing and business development solutions.”

Following are three examples of how a nutrition consultant and business coach may present their services. Use these templates to craft your own introduction:

#### 1. “I help / work with [people in your niche] who have a [problem] [your solution] [your result] [social proof] [next steps].”

Example: “I help women over 50 who are feeling rundown, get the energy they had when they were 25. In fact, a recent client just completed her first marathon. I’d love to send you free tips about how to raise your energy if that sounds good to you.”

#### 2. “I teach / support [people in your niche] who have a [problem] [your solution] [your result] [next steps].”

Example: “I teach women solo entrepreneurs who want to increase their income a 7-step solution how to get paying clients in 30 days or less. I am scheduling five complimentary *Business and Marketing Breakthrough Sessions* this month. Would you like to receive one?”

#### 3. “Do you know how some [describe market niche] [describe problem they have]? Describe [your solution] [your result] [next steps].”

Example: “Do you know how some coaches are great at what they do, and powerfully transform other peoples’ lives, yet they struggle to charge enough for their services and make money? Well, I help them increase their fees 20 to 50% overnight. Would you like some free tips about what you can do to increase your fees?”