



4 Elements of a Self Introduction

We all know that networking is an essential part of business growth. Make connections, building relationships and garnering trust and loyalty from our connections can be the difference between good and great.

Introducing yourself to a stranger can be intimidating and downright nerve wracking! What do you say?

Here are 4 elements of an intro

Your Name - Say it Slowly

This is so important. We know our own names and as a result we speak way to quickly making it difficult for the other person to hear it. Be succinct. Annunciate. You may want to take a page from 007 "Kuzel, Cathy Kuzel"

Your Company Name and your position

Again, speak slowly and annunciate.

Your Ideal Clients and how you help them - NOT what you do!

When you talk about your ideal clients and how you help them, focus on the benefits not the facts. It's important that you tell a story, not recite facts and figures. What do your prospective clients have to look forward to. Give them a glimpse of the results or transformation you have in store for them.

Specific Need(s)

Any good business person will ultimately want to know how they can help you. Be prepared. Have a specific need or want that you can communicate. Whatever you do, please don't say "and if you know of anyone who can use my services ..." argh!!

Example:

Hi, I'm Cathy, Cathy Kuzel "Your Connection to ALL Things Small Biz" As a business strategist I specialize in supporting my clients to design and implement growth and scaling strategies that assist them in achieving their business objectives.

Doug: In what way?

Most entrepreneurs have so much on their plate when it comes to running their business that they can really benefit from someone outside of their business to help them design processes and strategies that will free up time, increase productivity and ultimately make them more money. I do that through one on one coaching, workshops and in-house training.

Doug: That sounds like a good thing!

It is! I currently have an opening for a new client who has been in business at least 2 years, is a sole proprietor or has less than 3 employees and who wants to make changes.

Doug: What do you cost?

It sounds like you have questions Doug. Let's re-connect over the phone after this event. Here's my card. So tell me a bit about yourself and what you do.

**check out the workshop "Intriguing Introductions" at www.cathykuzel.com for in-depth training on crafting your intro*