

Self-Introduction

**Who I am...
and Why You Need my Product or Service!**

What is a Self-Introduction?

- [Pre-prepared (rehearsed?) descriptive narrative
- [Resource from which to draw upon to speak about your work
- [May want 2 to 3 different versions to address varied audiences

Where is a Self-Intro useful?

- [Informally: parties, stories, inquiries
- [Formally: networking, referral call responses, business events
- [It is the foundation of **referral marketing**, or cultivating business through word-of-mouth

Designing your Self-Intro

- [Analyze your audience
- [Establish time parameters (30/60/180 seconds)
- [Clarify your intent: Inform vs. Influence
- [Collect your resource material

Elements of a Self-Intro

— [Components of the narrative

- Description of **what** you do (not techniques)
- **Benefits** of what you do
- What is unique, special or **differentiating**
- What you **love** about your work
- Anecdotes: *“Facts tell, stories sell”*
- Strong close: Directive call to action

It's not just what you say...

Set yourself up for **success**
through:

Preparation

→ Belief

→ Confidence

→ **P o s t u r e**

Overall impact is determined by...

Content	10%
Voice, tone	35%
Non-verbals	55%



**What you put out to the world is
what you invite into your own. Be mindful!**