

Anatomy of a 60-Second Introduction

A good 60-second introduction consists of 5 sections. Each section is designed to allow you to share specific information about you and your business with members of your chapter. Use this worksheet to develop several memorable introductions.

Sec 1: Introduction (18sec)

Name _____

Position with company (if appropriate) and company name _____

Overview of services:

1. _____

2. _____

3. _____

What type of business or clients do you currently have?

Section 2: Tell a Story (20 Seconds)

What makes you different from your competition?

Share a specific, recent story that exemplifies this.

Section 3: Ask for the Business (10 Seconds)

A good referral for me is:

Section 4: Call to Action (5 seconds)

So, if you see/hear/know of

Please give them my card.

Section 5: Memory Hook (7 seconds)

My memory hook is

Finish with your name and company