

What Do You Do?

When we attend conferences, seminars or networking events, we usually think about how we will answer the question, “What do you do?”

Many of us have been taught to prepare an elevator speech and summarize our reason for being in 30 seconds or less.

How do we handle the dreaded task of introducing ourselves in the marketplace?

What have you learned that others need to know? Do you have micro thoughts that can cause change? How have you helped others in the past?

Here’s an example of how I have answered the “What do you do?” question.

“I help people improve their marketing results by finding the right words to say to a small target group of people over and over and over again.”

You’re probably thinking, “I’d just walk away from you, dude.”

Of course, people walk away from my message. I’m only looking for a small group of people. While many walk away, one looks at me with large pupils. Something clicked. A connection occurred at the point where problem and solution intersected.

I found the reason I attended the event.

If this scenario makes sense to you, think about how you present your message in writing. At an event, I’m hyper focused on meeting people in need. When I write a blog, record a podcast or write words for a web landing page, I think the same thoughts.

I write to find people in need. I write to them over and over

and over again.

One day, their pupils enlarge and a new relationship begins.