

“Your Personal Commercial”

When someone asks what you do for a living, what do you say? Is it simply an “accountant” or a “lawyer”? This simple answer is a lost opportunity to market yourself.

Instead, a first impression can be a positive and lasting impression. When you can tell people not only what you do, but how you help people, you have mastered your “elevator speech” or “personal commercial”.

Others will remember a repeatable tagline that is easy to remember. With this tagline, your own network can help market you.

If your message is clear enough, you may even hear your tagline when you are introduced to others. Whether you are in sales or not, your networking will be more successful with the right “elevator speech”.

When writing your “elevator speech” keep the following in mind:

- How do you help people
- What creates interest in your product or service
- How do people use your services
- What differentiates you from others in your field

Your “personal commercial” can grab the emotional aspect of what you do, capture the interest of the listener, and be memorable. The right tagline will increase your leads and referrals.

Remember ... keep the elevator speech simple. Prepare a short tagline for those short introductions that do not allow for a lot of detail. A longer elevator speech will be more elaborate for networking situations.

Denise Horan, principal of Integrated Marketing Solutions, helps companies grow revenues, retain customers and find new marketing opportunities through consulting and training. Denise Horan can be reached at 518-877-0285 or denise@imsconsulting.net.