

## My Powerful Introduction

Write out your introduction using the formula provided below. Practice it in front of people who know you well and will give you their honest feedback. Instead of worrying about wearing the right outfit or having an attractive business card or perfect resume, spend time on the most important marketing tool you need—a powerful introduction.

**What is my track record? What gives me credibility? In what area(s) do I have expertise?**

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**What do I do and how do I do it? What makes me stand out from others who do what I do?**

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**What is the result, benefit, or outcome?**

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