

Market Me

Session 2: Who are you?

Creating a stand-out Professional Profile

It's all about you: Building your personal professional profile

- Tailor to your ideal target audience.
- Highlight the kind of work you want to be doing.
- Tell your story in your own words, making sure it is your personality that comes across.
- Bolster your credentials with actual success stories.
- Treat it as an ongoing draft. Share it early and update it regularly.

Exercise

Delegates will draft a profile and present to the team for feedback and revision.

It's not just about you: What challenges do your customers face?

- Think about your target industry(ies) from an outside perspective.
- What problems do you help solve?
- How do you add value to your customers?
- Can you quantify it in terms of ROI?

Exercise

Delegates will draw up a list of their customer's key challenges, and present to the team for feedback and revision.

It's all about results: what have you achieved?

- What stats can you recall that demonstrate your success to others?
- 3rd party is better than 1st party - let others tell your story (after all, most of us are uncomfortable about blowing our own trumpet!)
- Relevant testimonials work really well.
- Testimonials from similar professions/roles to your target customers are ideal.
- Mix up the professional and personal comments - people buy from people, after all.

Exercise

Delegates will draw up a list of their key achievements and/or testimonials, and present to the team for feedback and revision.

Further Exercise

The Grandma Statement

Delegates will work on their Grandma Statement - imagine you need to tell your grandma what you do for a living, making it easy to understand and memorable.

Delegates will work up 3 different options, and present to their co-delegates for feedback.

Delegates will also be encouraged to reveal their own shorthand versions of their co-delegates' roles - I guarantee they will have sub-consciously ascribed them with one from their introductions!

These short, punchy statements can be used on everything from quick personal intros, to Linked In headings, to social media profiles - even business cards. Because let's face it, who will remember another accountant/lawyer/marketing person?

Further Exercise

The Elevator Pitch

Imagine you have 30 seconds to tell someone exactly what you do. How would you get across the main thrust of how you are different, what you bring to the party, and why people should trust you to help them?

Delegates will work in groups to pick apart their offer, and rebuild it in a concise, yet effective statement, and present to the group.

Outcome - As a result of these exercises delegates will have developed a punchy one-liner along with a concise 30 second description of their business/service that combines what they do, who for, and how it helps their customers.

Takeaway Task

Delegates will be asked to review their profiles, challenges, testimonials and pitch statements, and presenting their learning, and any changes, will be the opening exercise of the next session.