

5 ways to introduce yourself perfectly

in 20 words or less

[TEMPLATES]

I help [target audience] do [statement of need
or opportunity] through [differentiator]

*I help professionals introduce, network and
promote themselves in 20 words or less*

I help [target audience] do [statement of need]
+ [statement of benefit]

*I help job hunters tell irresistible personal brand
stories that their listeners remember and
respond to*

I connect [target audience] to [something
they want] through [differentiator]

*I connect people to new opportunities using
the perfect introduction in 20 words or less*

I [transform/translate/convert a problem]
into [something aspirational]

*I make complicated ideas easy for anyone to
understand and communicate*

I help [target audience] [fix their problem]

*I help people with something to say that
struggle to say it*