Week 2 Lecture 5

Business

Getting Ready

- Have answers:
    - What makes me unique?
    - What problems do I solve?
    - What are my goals when networking?

What's in this lecture?

- Crafting an elevator pitch that speaks to:

  - your character

  - your business

  - your need

Tailoring

- Tailor the pitch to your audience:
  - client => solutions you provide
  - networking => area of work
  - all else => overview of your business

Make them remember you!

Structure

- Main:

  - Hook

  - area of work

  - solutions you provide

- Flavoring:

  - personal qualities

  - your business needs

The hook

- Establish a baseline for yourself: who you are, what you do, where you're at

- Something that makes you unique

- Speak about yourself or your company

- Whet their appetite and plan for their next logical question

Hook Examples

- 'I run my own software development company...'

- Q: 'What kind of software development?'

- 'I am a software engineer...'

- Q: 'That does what?'

- 'I am a recent graduate of ...'

- Q: 'and what are you doing now?'

Area of Work

- Leave out specific technologies when not relevant to audience

- Beware of buzzwords, and use sparingly

- Hint: Take a step back and focus on problem solved

Solutions

- What problems do you solve?

- List problems that your last project solved for a client

- Choose the ones you wish to work on in the future

Flavoring

- Understand the difference between:
    - "I'm a hard worker interested in tackling clients' most difficult problems"
    - "I thrive when posed with a challenge"
- One lets words to the talking; the other lets the implication do the talking.

Business Needs

- No harm in adding in:
    - 'actively looking for clients'
    - 'available for new work'
    - 'happy to speak further about a project'

Putting it all together

- list 3 sentences for each section:

  - Opening hook

  - About your work

  - About the solutions you provide

  - What you want to get out of audience

- Combine together into one block

- 30-45 seconds long

Practice!