Week 2 Lecture 5

Business

Getting Ready

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

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!