

Create a 10 second story about your business

brilliant entrepreneur



Most of the people like stories and they remember them better than dry facts. So why not make a story about your business? This document informs about the 10-second story. Once you attract the interest of people with your 10-second story, you will need longer stories, of 1, 2, 5 and 10 minutes. Also, when you are asked to present yourself to an audience you will normally get more time than 10 seconds. Normally a pitch is about 1 or 2 minutes. How to create these will be explained in other documents.

The 10-second story

A good exercise to get to the fundamentals of your business is to formulate a so-called 10-second story. You can use this story when you meet people for example at a networking meeting and they ask you what you do.

The idea behind a 10-second story is that it quickly captures the interest of people for what you do. You don't have to summarize your company's entire activities in one sentence; **all you want to do is make people curious about what you do.**



The formula behind a good 10-second story is as follows:

I teach/help MY IDEAL CLIENT deal with A PARTICULAR PROBLEM, so that they can ACHIEVE A SPECIFIC RESULT.

The most important step is to 'talk in benefits': do not tell your clients about your method, don't tell them what your profession is, talk about what you *achieve* for your clients. Make an appealing promise, for something your clients truly want. Step-by-step we will search for your personal 10-second story.

Your ideal client

When you focus on a particular type of client, you become very attractive to this group of clients. You increasingly become an expert, in their perception. And let's be honest, wouldn't you love to work with the type of people you like most?

How do you find your ideal client? Ask yourself the following questions:

- Which projects have you done that are memorable because of the client you worked for?
- What type of person energizes and appreciates you?
- With which type of client would you rather not do business? And why?

Write down **whom you would like to work for if you had the choice.** Who is this client, what does he/she do, what does he/she look like, what type of questions does he/she ask, etc.? A couple of questions you should ask yourself when choosing the ideal client are:

- Does your ideal client share certain interests and needs with you? For instance, all entrepreneurs are interested in knowing how to complete tax forms in a more efficient way.

- Does your ideal client truly need what you have to offer? For instance, police officers are less interested in clothing advice than presenters
- How well do you know your ideal client? For instance, because you used to do the same work, because you are a role model to them or because you have dealt the same challenges they are dealing with.
- Are there enough people of what you consider to be your ideal client?
- Do you like your ideal client a lot and do you truly feel affinity with him/her?
- Do you run into your ideal client often? For instance, at networking events, or among your friends, etc.
- Does your ideal client have money to spend?

Your ideal client's problems

Now that you know who your ideal client is, let's see what's on their mind. It is important to get to know them well. This will allow you to talk with them about what's on their mind, the challenges they face, how they like to be addressed, etc.

Your ideal client's problems are very interesting. Why?

You need to know what issues your client would like to resolve. Once you know this, your offer can focus on these issues.

- What would your ideal client like to learn, know or have?
- What problems do they have to deal with, what keeps them awake at night?
- What are their challenges, which expertise/skills/experience are they lacking?

Your offer

It is important that you formulate clearly what you have to offer your clients. **What's in it for them if they choose to work with you?**

Don't tell them about your method, about how you will be achieving anything. For instance, do not mention which sewing machine you use for the clothes you make, or which management you use when giving advice. Initially, this will not particularly interest most clients (once they get interested by your 10 second story you will have the attention and will get the time to tell more).

They would rather know what they will gain from having worked with you.

Which is why you have to learn to focus on the benefits. You do not tell them what your job is, or the method you use; you tell them about what you can accomplish for them.

The benefits must be formulated in attractive terms. You should make your clients 'hungry' for what you have to offer. You want them to think: "I want that too."

Think about the following questions:

- What are the issues that you like to help out with?
- What type of questions are you frequently asked?

Now that you know your ideal client and the benefits you have to offer them you can complete your sentence for your 10 seconds story:

I teach/help MY IDEAL CLIENT deal with A PARTICULAR PROBLEM, so that they can ACHIEVE A SPECIFIC RESULT.

Do you have questions or want to share you 10-second story with us? Feel free to do so!



Good luck!
Karen Kammeraat

Contact

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