



Present Yourself Like a Pro!

Present Like a PRO

- WSIC and WIFM?
- Crowded, cluttered world
- ADD
- Sensory overload
- Instant gratification
- Everyone's got an MBA and a great story



The bottom line...

- Harder than ever to get noticed and be remembered.



Glossophobia

- The fear of public speaking
- The # 1 fear/phobia in North America
- As many as 75% of people suffer from it
- Jerry Seinfeld said “At a funeral, most people would rather be lying in the casket than delivering the eulogy



The Elevator pitch

- 30-60 second business description of what you do and why someone should work with you.
- “How would you explain your business and make a sale if fate placed you in an elevator with your dream prospect and you only had the time it takes to get from the top of the building to the bottom?”



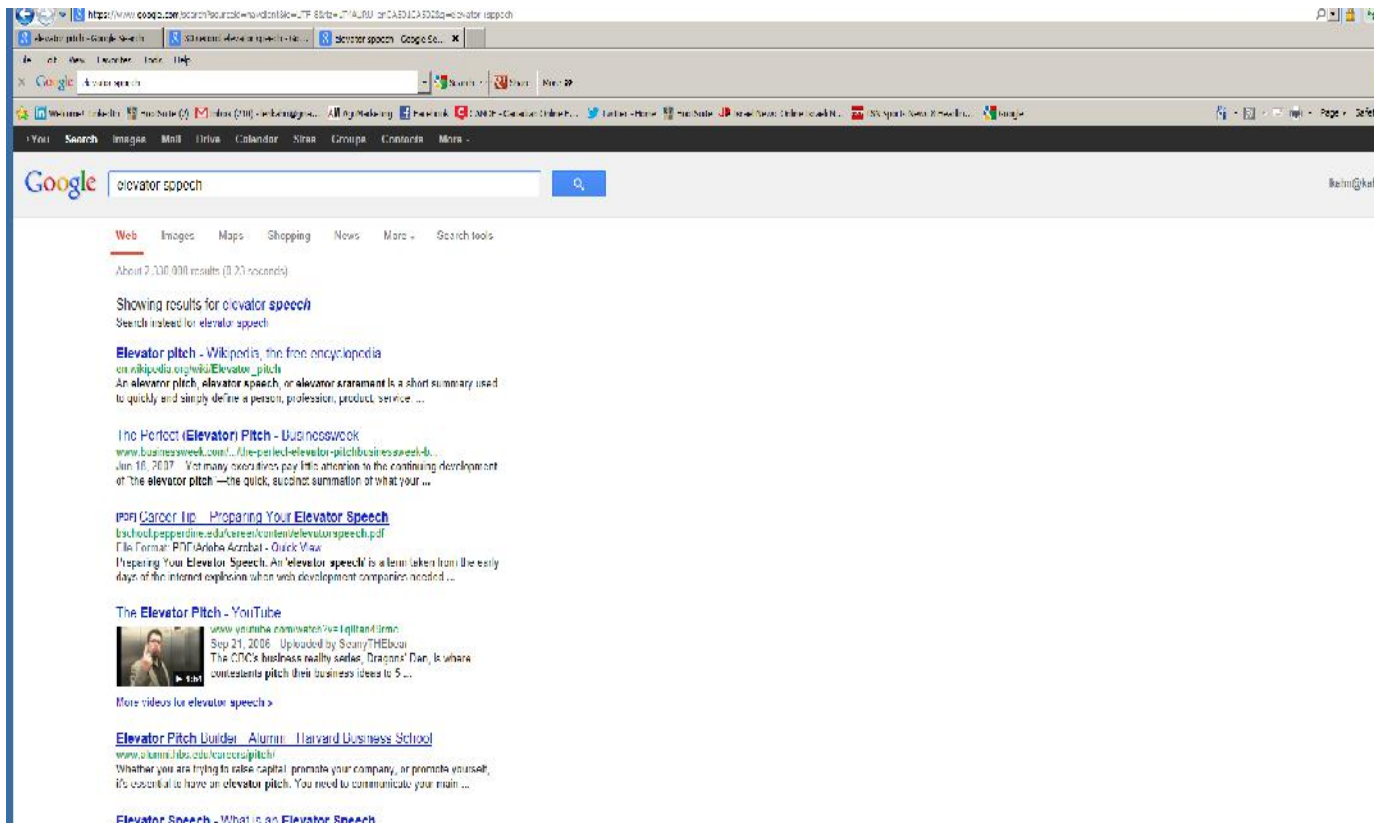
P.P.E.A.S.

- PREPARATION
- PRACTICE
- EYE CONTACT
- APPEARANCE
- SMILE WHEN YOU TALK



Note

- There are 2,330,000 references to 'Elevator speech' on Google, so...



The screenshot shows a Google search interface with the query 'elevator speech' entered in the search bar. The search results page displays 'About 2,330,000 results (0.23 seconds)'. The first result is from Wikipedia, titled 'Elevator pitch - Wikipedia, the free encyclopedia', with a snippet: 'An elevator pitch, elevator speech, or elevator statement is a short summary used to quickly and simply define a person, profession, product, service ...'. Other results include 'The Perfect (Elevator) Pitch - BusinessWeek', 'EPH Career Tip: Preparing Your Elevator Speech', 'The Elevator Pitch - YouTube', and 'Elevator Pitch Guide - Alumni - Harvard Business School'. The browser's address bar shows the search URL, and the top navigation bar includes links for Web, Images, Maps, Shopping, News, and Search tools.



Preparation

If you're prepared, you're able to be:

- Confident
- Concise
- Clear

If you believe you know more than the person you're talking to, you do!



Practice

- It's true – it does make perfect
- Training
- Video tape yourself
- Find excuses to speak in public, or work through your elevator speech



Eye Contact

At a recent networking event, I walked up to a woman who, like me, was trying to balance a plastic tumbler of wine, a plate of cheese, and a handful of business cards. We laughed at our shared predicament, put down our plates and introduced ourselves. “I’m Robin,” she said. “I’m Deborah,” I replied. “So, Robin...what do you do?”

Suddenly, she broke eye contact and stared





MICHAEL ELLSBERG

THE POWER OF **EYE** CONTACT

**YOUR SECRET FOR SUCCESS
IN BUSINESS, LOVE, AND LIFE**

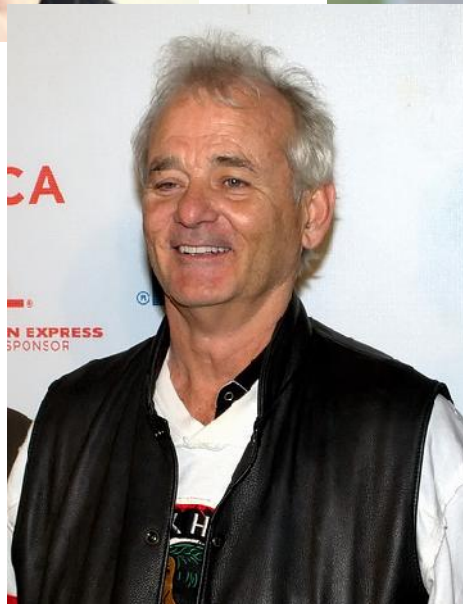
*"A captivating journey through the world of eye contact. Ellsberg reveals the powerful secrets of using the eyes to connect with others." — Ross Brubaker, New York Times bestselling author of *Sway: The Invisible Power of Emotional Influence**

Appearance

- You never get a second chance to make a first impression
- In the age of smart casual, go smart over casual



Smile When you Talk



Fast Company

- Don't speak the way you write.
- Utilize common vernacular (aka, use the simplest language possible).
- Turn your pitch into a question.
 - If you're a professional organizer, ask "You know that pile of papers you've got somewhere in your house that you've been meaning to get through? As a professional



Dumb Little Man

- Write down what you do.
- Write a very short story that illustrates what you do for people.
- Write down your objective or goal.
- Write 10-20 action statements.
- Record yourself.
- Let it sit.
- Highlight the good stuff.



Thanks! Enjoy your stay in
Canada.

