

You are in an office building—riding to the 10th floor. You are talking with folks and one of them says “What do you do?” You have 6 floors left to tell your story, start a conversation and make a connection.

What will you say?

10 Things to Remember:

- 1. DO NOT SELL DISABILITY**
2. You get only one chance to make a big impression. Use it!
3. Who is your audience? An employer? A job seeker/family member? A funding partner? Look for a way to connect or hook them. What will interest them most about what you do?
4. If you don't know your audience—keep it open, make it exciting. Hook them. Make them want to know more. “I make dreams come true and change lives. What do you do?”
5. Be brief. Keep it short—3 to 4 sentences max. You are starting a conversation, not delivering a monologue.
6. Leave them wanting to know more.
7. No social service lingo or jargon. Never use acronyms or mention government agencies.
8. End with a question—keep the conversation going. “And what do you do?” Is a good one!
9. Make it your own words—if it sounds like a script or a sales pitch you will scare people.
10. Develop a couple key phrases—practice these in front of mirror until they roll off your tongue.