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WHAT DO YOU DO?

Create a clever tagline to describe your occupation.

By Craig Harrison, DTM

When we meet someone, the first question we are typically asked is, “What is your name?” The second question is often “What do you do?”

How do you answer the latter query? Do you simply recite your job title? Do you reply by saying you’re a clerk, programmer, driver, teacher, sales representative or receptionist? Or do you answer more descriptively? All too many people answer this question with a bland, unimaginative job title or a code that classifies certain industries. B-O-R-I-N-G!

To set yourself apart from the crowd, rethink your response to this question. Cast your profession in its most ennobling light and then focus on the benefits your work provides to others. This will help you deliver a more potent response to the age-old “What do you do?” question.

Consider Ruth Blumert Walker. When asked her occupation, the longtime receptionist for the Oakland, California, law firm of Donahue, Gallagher, Woods and Wood, Walker would proudly proclaim, “I’m the Director of First Impressions.” Indeed she was!

Walker knew that visiting a law firm is normally viewed in a negative light. Such a visit is usually made because of some kind of problem, and it can be costly, to boot. Walker understood the key role she played in her clients’ experiences, and her moniker showcased the power she possessed to make a difference.

Tag Yourself!

Replace your official title or occupation with a personal tagline that shows your pride in your profession. You’ll find that people respond positively when you tantalize them with an interesting, humorous or compelling description of what you do. Furthermore, you’ll send a message that you have a strong sense of who you are and what you do, and you will thus be deemed more interesting, engaged and employable.

Consider the following:

- ▶ The residential Realtor who describes herself as “putting people into their dream home.”
- ▶ The commercial credit specialist who smiles and tells strangers that he is “giving credit where credit is due.”
- ▶ The commercial airline pilot who informs people she meets that she is “shrinking the globe to reunite families and loved ones.”
- ▶ The midwife who proudly proclaims she is “bringing new life into this world.”

In each case, these professionals share some of the magic of their professions. It can be a powerful conversation opener, whether you’re in a networking event, a job interview or a casual discussion.

Whatever your profession, you can create a tagline to showcase the results of your work and cast your job in a meaningful light. Here are additional examples designed to stimulate your creative juices:

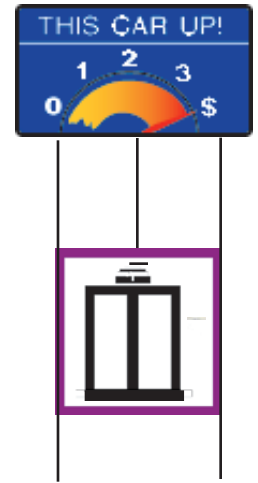
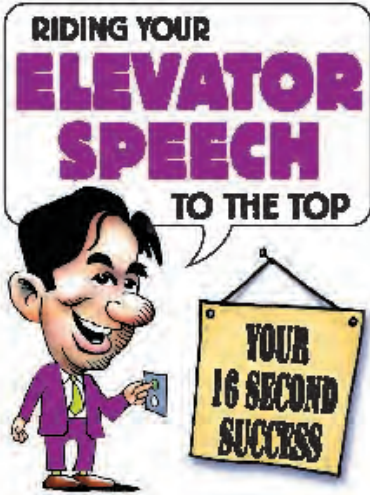
- ▶ One past district governor (Cassandra Cockrill, DTM, of Oakland, California) introduces herself as “an evangelist for better speaking, better listening and better thinking!”
- ▶ An Internal Revenue Service agent says he’s a “government fundraiser.”
- ▶ A gardener says, “I turn the world green ... one garden at a time.”
- ▶ A dietician was heard saying, “I teach people how to behave in front of food.”
- ▶ A telephone customer service representative says she “has a special calling.”

Now it’s your turn. Look anew at your occupation or profession and try to identify its outcome or the effect it has on the general public. Create a descriptive tagline to entice others to learn about what you do, how you do it and what you can do for *them*.

Use the power of language to create a compelling introduction to who you are — one that gives you pride and infuses others with excitement. Tag, you’re it! 🗣️

Craig Harrison, DTM, is a past district 57 governor and member of the Toastmasters Leadership club in Oakland, California. He is a keynote speaker and principal of the training firm Expressions of Excellence!

For more information, visit SpeakAndLeadWithConfidence.com.



Meet Strangers...Network Professionally...
Position Yourself...Extend Your Sphere of Influence...
all in the time it takes to ride an elevator!

Sixteen seconds is all the time it takes — and often all the time you get — to make a favorable first impression. That's the average time spent with a stranger in an elevator.

Learn how to develop your 'elevator' speech to effectively introduce yourself and your business, products and services to prospects. Develop your sixteen-second sound bite for use indoors and out, in work, social or interpersonal settings!

In a world in which we're all competing for peoples' attention, an elevator speech can whet strangers' appetites, showcase your unique selling propositions and let the listener know of your relevance to them. Let yours be an expression of you!



Push All
The Right
Buttons!

Learning Objectives

- ▶ Understanding Image and Presentation Skills
- ▶ How to Speak the Language of Benefits to Others
- ▶ Recasting Your Occupation's Title for Maximum Effect
- ▶ Qualifying Your Listeners Through Asking Questions
- ▶ Identifying Your Uniqueness/Competitive Advantage

How the Presentation is Delivered

Participants de-construct effective elevator speeches before constructing their own. They identify what makes their product, service or affiliation unique and learn to cast their profession or job title to emphasize their special qualities. Next they *sell themselves in sixteen seconds*, presenting their elevator speeches to a variety of others...as the clock ticks.

About Your Presenter

Communications expert Craig Harrison has helped thousands express their excellence. A past president of the NATIONAL SPEAKERS ASSOCIATION — N. California chapter, and author of the popular tips booklet *Your Sixteen Second Success*, Craig currently trains executives, entrepreneurs, consultants, sales and marketing staffs and others to effectively bask in their sixteen seconds of fame. Even BUSINESS WEEK magazine recognizes Craig Harrison as the expert on elevator speeches!



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