

THE ME NOT THE WE

When it comes to talking about ourselves, we tend to think a script is too square and sales focused chats are too sleazy. But we don't sit and work on our own brand's messaging, or practice our elevator pitch. So guess what, we end up sounding square or sleazy. So let's work on how we present ourselves in type and face to face.

Write a script, say it to yourself in the mirror or to a close friend. It's weird, but try it. It helps you overcome weird habits and nerves quickly. Face to face meetings should be short, to the point and fun...serious and long talks could literally kill the vibe. Know how to explain your company, then get on to the asking. People want to meet with you to talk about them, and you need to listen and take notes. Face to face isn't easy. It's actually what we do every day, but we tend to lose our cool when it comes to selling ourselves. Email and web/social copy should be easier...but we screw that up even more.

"Hey" is not a Hello, "Thanks" is not a "Thank You" and please for goodness sakes stop saying "Best Regards ". People do judge emails, a little more than you think. Your email can be read to staff members around morning coffee as an uplifting, comic relief to their day. It can be Ignored if it's too ominous, or black listed if it's rude and obnoxious. Instagram bios are the same, "Loving Mama, Dog Lover, Creative Thinker, Ice Cream Fanatic". Does this really define you and help people make a quick call on whether they should hire you? C'mon now!

Let's walk through how to write a bio, an email and some simple "about us/me" copy for your website.

First off, don't lie! We tend to think people want to be impressed right away. We want them to think one thing while we're doing another, we want to seem big vs just who we are. Stop hiding behind the curtain and speak the truth, it always works in your favour.

The honest truth may be this;

I'm Todd. I work in the basement of my parent's house on your marketing plan. I'm actually really good though, and hope I look the part in order to charge \$30,000 without you throwing a rock in my window.

Also the honest truth;

I'm Todd. I don't have overhead that I throw into your invoices because of my huge office. I'm small which means I take on few clients so I can give them my full attention. I charge \$30,000 because I'm a professional, and I give you all that I've got.

It's not manipulation. it's just a very pretty way of putting it. Imagine you're dating someone...it's the same exercise when it comes to your personal bio. Just like the "What you do" we talked about. Put out three qualities about yourself when it comes to your business and unique approach, and one reason why they should call you.

YOUR TURN

Social Bio's are cut off after a certain amount of words anyway. Find something quick and cool that makes people interested in what you do. Valiant's bio is simply "If you're here, then we're doing our job right". Which is great because if you went there to see our stuff, we look like we know what we're doing, but if you went there by fluke, we look like we lead you there.

HERE'S A FEW WAYS TO BUILD IT

Give one word to explain who you are, two words to explain what you do all day, one bold sentence that makes people either annoyed or jealous.

An **innovator, creative artist**, who **makes people think of the good in the world**.

I'm a **self-starter, motivated worker**, who **takes every opportunity to make people money**.

We are **foodies, karaoke singers**, and all around **party people who share the joy we create**.

These make people want to talk with you vs punch you.

YOUR TURN

And finally, the email! We often write emails to a client over and over again, reading it back and making sure it's perfect. It's the length of a novel, and we hope they have the time to sit and read it all. After many years of failing in the email department, I got an assistant. She was an awesome help, she screened my drafts and usually consulted me before I wrote anything. I realized after years of someone else looking over what I wrote, it helped me pin point the three main parts to any email.

1. Say Hello and ask how they are doing, but be honest about it.
2. Get to the point, be concise.
3. Say goodbye, and/or tell them next steps.

Emails don't need to be anything more than that, honestly. If they are, get them into a pdf format and make sure there is a total at the bottom!

Here's a sample;

Hello _____,

I hope you're doing well, I was by the restaurant the other day, and it looked busy; that's always good to see!

I'm wondering if you have the time to talk with me about what we do, and if what we do can help you keep the restaurant business a major success for years to come. We're known to do that very well, and we really love your brand.

When you have the time, please let me know!

Thank you,

Todd Neilson - 000.000.0000

This is short, scratches their back, gives them time to respond (if they want to) and a phone number to call if they are eager. In my professional opinion (meaning I learned from what not to do) if they respond right away, great. If it takes a week, great. If they don't respond within a week...leave it alone for a year.

Overall, tell the truth. Be classy and concise. You'll find the less you say the better, and the more you'll have people asking for more. Keeping it short also gives you more time to email more people.

Communicating correctly when it comes to bios, emails and web copy makes a world of difference.

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