



The 2 P's: Creating the Ultimate Sound Bite

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PREPARE using this Worksheet

Use this page to jot down your thoughts during the Preparation phase.

Goal

What do you expect to get from this Sound Bite?

Examples: Book 1 party, get 2 referrals, have 1 person take advantage of your special offer

My Goal:

Intro

Name, Organization and Tagline

Be sure to have a tagline that is short and memorable. It is okay to switch it up!

My unique tagline:

The Hook

What connection do you want to make? Examples: humor, frustration, stress, fear, urgency

Connection:

Use one of the following to bring the connection you want people to feel: client story, educate on industry, product info, benefits, features

How I will make the connection:

What you Want

Ask for the business – be specific and bold! Referrals, introductions, partnerships.

What I need today:

Wrap Up

Name, Organization and Tagline

PRACTICE using this Worksheet
Use the thoughts from page 1 to write out your Sound Bite – and then Practice!!

Intro	
The Hook	
What You Want	
Wrap Up	

Kick Start Lines for The Hook

- The greatest benefit people get from us is _____

- The number one commitment we make to our customers is _____

- The number one mistake people make, that we help them avoid, is _____

- The most important thing I learned about what I do is _____

- I will never forget what my business mentor told me: _____

- The number one reason I love what I do is _____

- Here's what people say about us: _____

- I want to share a short story that will surprise (inspire, inform, tickle, encourage, etc) you: _____

The Condensed Sound Bite

Examples

Hi, I'm Dave Jenks with Master Networks University. We help entrepreneurs learn, grow and profit by mastering the five disciplines of business. When you join Master Networks we will show you how to earn ten times more money than it costs to be a member. Ask me how.

Hi, I'm Joe Anderson with Ultimate Auto Body. We make your damaged car look as good as the day you drove it out of the showroom. Right now, for any one referred by a Master Networks member, we will give them a free estimate and then a 15% discount on the work they need done. Give me their name and number and I'll do the rest.

Hi, Sue Jones with Lia Sophia. We share the love of jewelry with women who want to look good on a budget. If you or one of your referrals books a party with me by Friday of this week, I will provide the refreshments for the guests. Call or email soon to get your choice of dates.

Create Your Own

Intro	
Business	
Benefit	
Offer	