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## Introducing Your Business - Networking

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Here's an easy way to introduce your business and generate immediate interest

Does this conversation look familiar?

Them: "So, what do you do for a living?"

You: "I sell green products over the Internet."

Them: "Oh really..." - and then they change the subject and tell you all about themselves.

You've launched into your usual spiel - and the response is utter boredom. The reason it doesn't grab their attention is that people are more interested in themselves than they are in you. They don't really want to know what you do - they're just being polite so they can talk about themselves. Your challenge when introducing your business is to engage people.

Let's say when asked 'what do you do', your sole intent is to intrigue the person. What would you say?

First, put yourself in their shoes. What interests them? What problems do they have? How can you solve these problems? In effect, think like your (potential) customer.

Whenever I'm asked what it is that I do, my response is to ask a question. The conversation might go a little like this:

Them: "So what do you do for a living?"

Me: "Well, have you ever wanted to connect with potential customers, but didn't really know where to start?"

Them: "Sure, we all have."

Me: "I'm the guy who creates interest in your product."

Them: "How?"

Me: "With words. Thoughtful and persuasive words. Words that excite people about what your product or service can do for them. I work alongside graphic designers..."

I'm talking about my business, but through their eyes. Two things are occurring: I'm explaining a problem they might have and, at the same time, showing them how I can fix their problem.

Here's an example in the case of our green retailer.

Them: "And what do you do?"

You: "Have you ever wondered who makes your clothes?"

Them: "Sometimes, yes."

You: "And have you thought about where the material comes from?"

Them: "Not often, but occasionally."

You: "Well, I run a store that sells only clothes made ethically and with the environment in mind. So you don't have to worry that you're doing the right thing."

Them: "Really? How do you..."

The important part is to engage people. By thinking like your customers you give yourself a powerful means to view your business. And when you start to look at all aspects of your business from the customer's viewpoint - it can generate interest naturally.

So instead of watching peoples eyes glaze over at introductions, you can now watch their eyes light up - with the possibilities of what your 'green' business can do for them.

Article submitted by:

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Leigh believes that working alongside like-minded people provides inspiration for both parties.

"As a 'green' business, you're at the cutting edge of a market that represents around 26% of Australia's adult population. Understanding and reaching that customer is crucial to your business success."

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"The way I like to think about your marketing material - it's a first impression. And if you don't pique interest with your first attempt, you won't get a second chance. Effectively, you're turning away customers."

Leigh works alongside environmentally aware businesses every day - to improve their marketing, communications and strategy.

Leigh's memorable quote:

"Before you speak, ask yourself: is it kind, is it necessary, is it true, does it improve on the silence".

Shirdi Sai Baba  
Indian Yogi (1838 – 1918)

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