

Powerful Impressions:

Communicating Your Brand



This worksheet will help you develop and communicate who you are and what you do so that you can make a powerful, authentic first impression **ON PURPOSE**.

BASIC Introduction (5-10 seconds)

1. My name is:

2. I am a:

(professional category & specific 'box' that you fit into)

3. I serve:

(who)

4. ...to get _____ or to achieve _____.

(your unique promise of value)

Longer Versions (30-60 seconds)

5. I do that by:

6. I specialize in (or my strengths are):

Conditions of Satisfaction

- Would your listener experience you as: **Clear? Concise? Credible? Competent? Confident? Compelling?**
- Was there a **connection** with the other listener? Are they curious?
- Did you feel: Confident? Authentic? Engaged?

Some Quick Tips:

1. First impressions are automatic, powerful and sticky. People form their impressions of you in the first few seconds of an encounter – mostly unconsciously. They *will* form an opinion – and usually not explain why. That impression ‘sticks’ – and is very hard to change. Decide what message you want them to receive, then hone the message and practice the delivery until it feels natural.
2. When we meet new people, we immediately try to fit them into our mental maps. *You* need to help them place you on their map. Your brand helps the person do that. This is one of the few times you need to put yourself in a box. Luckily, you get to decide what the box is.
3. Think of three (3) words that you would like the other person to use to describe you someone else after your initial encounter. How would you like them to *experience* you? What is the *impression* you would like them to have?

My three words:

4. Make it easy and pleasant for the listener. We communicate and connect with much more than words. When your body (physical posture, mannerisms, eye contact, voice tone, etc.) and your words match, the connection is easier and the listener can ‘hear’ much better. If your words and body don’t match, the listener experiences ‘static’ or senses the incoherence.
5. People connect with (and hire) people they Know, Like and Trust. Authenticity is critical and confidence is contagious. When you are true to yourself about yourself, clarity, confidence and connection naturally happen more easily.
6. You can’t please everyone. You will not connect with everyone. Not everyone wants what you offer. But you don’t want to what to work for or with everybody anyway.
7. Clarity is essential. You are the expert on the subject of you. If you aren’t clear about and confident in your offer, you will communicate that. Getting clear takes reflection, practice and repetition. This will seem awkward at first. That’s normal. Do brain dumps on paper, practice different phrases and words until you find something that works for you.
8. Practice, practice, practice. Repeat. Practice by yourself. Practice in front of a mirror. Practice with others. Record yourself. There are all kinds of ways to practice. Practice until it is *natural*. Think of yourself as an athlete. If you wait until the game and the pressure is on and expect to make a touchdown, you will likely fail.
9. You can’t get good at this alone. We all have a distorted lens and blind spots – it’s part of the human condition. If you want to get good, you need a human mirror, someone who can help you see yourself from different perspectives. Get a partner or two and practice together. Get a coach.
10. This is YOUR message. You must find what works for you. There is no ‘right’ or ‘perfect’ way to do this. You can’t be authentic using someone else’s script or someone else’s words.
11. You never get a second chance to make a first impression. Don’t leave your first impression to chance.