

**If you want to write your own 60-second story, here's some tips.**

1. ***Be relevant-*** *Make sure that the story you share is relevant to the people in the room. Choose a story that speaks to common struggles of your target market, and frame those struggles in a way that people in the room will understand.*

So, if you're talking to a room full of new graduates in their early 20s, don't go on about your client's struggles as a mum of teenagers. Either choose a different story, or highlight other aspects of her story that are relevant to your current audience.

2. ***Focus on transformation-*** *Choose a story where your client has achieved tangible results. The idea is to show your audience how your client's life or business has been transformed by working with you. So, focus on the results and the outcomes, not the steps you took along the way. How did their life or business look different after working with you?*

By focusing on the results, you can provide evidence of how brilliant you are, without having to say it directly yourself (there's another awkward moment avoided).

3. ***Bring it back to the audience-*** *Always end your tale by drawing the story back to your audience and how you could help them. And don't forget to invite them to work with you.*

If you regularly attend networking events, I recommend coming up with three to five 60-second stories that you can alternate week on week. Not only will your introductions be more engaging, but over the course of five meetings your colleagues will get to hear about five different ways you can help them – or others they know. They will have a much fuller idea of the work you, and your stories are likely to trigger thoughts of friends or colleagues facing similar challenges.

The more you practice, the easier this will be. Every time a client gets a breakthrough, you'll find yourself thinking of new ideas and your ever-growing repertoire will make it easy and natural to talk about your business in spontaneous conversation.