
How To Talk About What You Do

A workbook for new and small business owners

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Introduction

When talking to people about what you do, you need to be *in conversation*, not delivering a pitch or putting yourself in a box by simply stating your professional category.

You start by telling them who you help and what result you help them achieve, and then give them space and time to get curious and ask questions. At that stage, based on their questions, the circumstances of the meeting and your social intelligence, you proceed to have an interesting conversation that flows and creates natural rapport between the two of you.

In this workbook we are going to use simple who/what/when/where/why questions to create clarity around what you do and then put it all together so that you can clearly articulate it to people in a light-hearted and natural way.

By simply answering the following:

1. Who you help (or want to)
2. What you help them with
3. When you help them
4. Where they are located
5. Why you love what you do

You will have an outline (not a pitch) of how to talk about what you do, that goes something like this:

“I help [*broad/specific target market*] achieve [*broad/specific beneficial result*]. When [*situations in which they need your help*], my clients often need [*short-term needs*] and I work together with them to create [*benefits you provide*]. My clients are in [*locations of your clients*] and I love working with them because [*reasons you do what you do*].”

I would like to acknowledge Michael Port and his great book called “Book Yourself Solid”, which goes into much more depth about how to talk about what you do and presents a system that anyone can use to get more clients.

Who You Help (or want to)

Best & Worst Clients

Start by filling in your best/ideal clients and your worst/unideal clients. If you already have clients then enter the ones that you enjoy working with the most and the least. If you do not yet have clients then enter the ones that you would like to work with the most and the least.

Best/Ideal Clients	Worst/Unideal Clients
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Examples: Tom, Sarah, Company X

Qualities of Best & Worst Clients

Next fill in the qualities that your best/ideal clients and your worst/unideal clients have.

Qualities of Best/Ideal Clients	Qualities of Worst/Unideal Clients
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Examples: creative, care about quality / never pay on time, hard to communicate with

Groups of People You Relate To

Now enter the groups of people you most relate to, have experience with and find exciting to work with.

Groups of People You Relate To
1.
2.
3.
4.
5.

Examples: coaches, artists, designers

Your Target Market

Based on all of the information you have entered above, choose a broad as well as a specific target market that you will focus your energy and efforts on.

Broad Target Market	Specific Target Market

Examples: small business owners / creative professionals

What You Help Them With

Their Needs & Goals

The clients in your target market have short-term needs and long-term goals. Enter them as best as you can.

Short-Term Needs	Long-Term Goals
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Examples: more sales, targeted marketing / more service offerings, becoming experts in their field

Benefits You Provide

More than anything, your clients care about the benefits that you can provide them. Enter the most significant benefits you provide to your target market.

Benefits You Provide
1.
2.
3.
4.
5.

Examples: steady revenue stream, clearly defined boundaries

Most Beneficial Result You Provide

Now enter the most beneficial broad and specific results you provide your clients, the ones that will instantly make them curious and want to know more.

Broad Beneficial Result	Specific Beneficial Result

Examples: get their business to work for them / financial freedom and security

When You Help Them

Situations In Which They Need Your Help

Enter the specific situations in which clients in your target market need your help and the benefits that you provide.

Situations In Which They Need Your Help
1.
2.
3.
4.
5.

Examples: growing their team, struggling financially

Where They Are Located

Locations Of Your Clients

Enter the geographic (or virtual) locations of the clients in your target market.

Locations Of Your Clients
1.
2.
3.
4.
5.

Examples: London, Europe, capital cities worldwide

Why You Love What You Do

Reasons You Do What You Do

Enter the reasons and driving force behind why you do what you do.

Reasons You Do What You Do
1.
2.
3.
4.
5.

Examples: I learn and grow by seeing my clients grow, bringing people together gives purpose and meaning to my work

Putting It All Together

Putting all of the above together gives you an outline of how to talk about what you do:

“I help _____ *broad/specific target market* _____

achieve _____ *broad/specific beneficial result* _____ .

When _____ *situations in which they need your help* _____ ,

my clients often need _____ *short-term needs* _____

and I work together with them to create _____ *benefits you provide* _____

_____ .

My clients are in _____ *locations of your clients* _____

and I love working with them because _____ *reasons you do what you do* _____

_____ .”

Please remember, this is not a pitch that you deliver to someone, it is a conversation that you have *with* them. Depending on who you are speaking with and in what situation, you will choose either your broad or your specific target market and beneficial result, as well as which situations, needs and benefits to mention.

As you will see from the examples that follow, there is no fixed formula to this. Listen to and watch the person you are speaking with, notice what they react to and what they seem interested in and then just improvise. With the clarity you have created for yourself in this workbook you can now share what you are passionate about and just be you!!

One final thing to mention. When asking others about themselves, don't ask the standard “what do you do?” question. Instead, ask them a question that will lead into an interesting conversation, such as “why did you decide to come to this event?” or “what kind of people do you enjoy working with?”. Be creative, be spontaneous and have fun!!

Example Conversation #1

Joe: So, what do you do?

Ben: I help small business owners get their business working for them.

Joe: Interesting... my son recently set up his own web design business and is finding it difficult to get established in the industry.

Ben: Yeah that sounds familiar. What challenges specifically is he facing and what kind of help do you think he could need?

Example Conversation #2

Kate: So, what's your profession?

Ben: I'm a small business advisor. I help creative professionals achieve financial freedom and security.

Kate: And how does that work?

Ben: Well, whenever my clients are struggling financially, they generally need help with their sales process, and I work with them to create a steady and predictable revenue stream.

Kate: I guess that applies to other industries as well?

Ben: Absolutely. In fact, I work with various small businesses in Vienna.

Kate: I own a bakery here in Vienna and we have some financial issues, do you think you could help us?

Ben: Sure, what kind of issues are you having?

Example Conversation #3

Sam: What kind of work do you do?

Ben: I help small business owners achieve financial freedom and security while doing what they love.

Sam: Wow, that sounds great. How did you get into that?

Ben: Well, I noticed that a lot of business owners struggle when they begin to grow their company, generally because of all the energy that goes into all of the things that are unrelated to what they actually want to be doing. I help them to delegate work, create clear boundaries and focus all of their energy on what is most important for them to be doing.

Sam: And how long does that generally take?

Ben: Well, it's a process, and it depends on many things of course, but by the end of it my clients have a steady and predictable revenue stream and a sales process that allows them to do what they love and what excites them.

Sam: I would love to hear more and for you to speak with my business partner, is that possible?

Ben: Sure, let's schedule a meeting right now. What day would work for you?