

## Elevator Speeches, Key Words and YOU Making it possible for your ideal clients to find you

*"Vocation is the place where the work you most need to do connects with what the world most needs to have done." Fredrick Buechner, Wishful Thinking*

Coaching is a young professional and leadership movement. And most people have heard or read or formed opinions about coaches and coaching. As a coach—whether your plan is to work internally or externally, it's good to be able to talk about this new chapter in your life. I promise you'll find people who are interested both you and your story.

When people get curious about (for example) why you're doing this training, can you respond with something that is true and compelling and engaging? Can you have a conversation that adds value to people who are curious (some of whom are future clients)?

Imagine you've got ten minutes to speak to one hundred good people. And imagine that embedded in the audience are ten of your ideal clients. Ten people who, as they listen, tune in and determine to get your card before you leave. What do you say to help them find you? What are your key words? What will they see in your energy?

And could you share the heart of your message in just a few seconds?

An "elevator speech" is not a glib commercial or a bit of smarmy self-promotion. If you've got the heart of a servant-leader, it's just an engaging starting point. If you do it well most people invite you to say more.

Listen to my three minute explanation.

Then see if you can develop an elevator speech that explains why you're becoming a coach. See if you can do it in about thirty seconds. You may find that the reflection you've just done on "Knowing Your DATA" informs what you include and what you exclude.

In the next few weeks I'll ask you to put yourself in our spotlight, to deliver what you've come up with, and to receive feedback from your colleagues. Then, as we progress together, and as you find yourself identifying what you love about coaching and talking to potential clients, I'll ask you to continue to build more versions of your elevator speech.

You will likely begin to find people who would be interested in doing a set of practice sessions with you.