

You too can be brilliant in 60 seconds!



At networking groups, we're usually asked to deliver a short synopsis about our businesses at each meeting. The time limit is 60 seconds for good reason – because everyone deserves the same chance to promote their business fairly.

There will always be some who don't have much to say, and others who are still rambling long after the bell's gone off. Some will be nervous. Others will 'wing' it (they might be thinking up their pitch while the rest are talking). Some will be networking experts who just always nail it.

The truth is, with a little planning and practice – you could get a whole lot more out of your membership. How many times have you 'winged' it and missed an opportunity? How many times have you forgotten to ask for a referral? How many 'one to ones' have you been to where someone is surprised by something you know you've said in meetings?

So here's a thought... why not give a little preparation and practice a go? If it doesn't work for you – you've lost nothing. But if it does – whoa, here come those referrals! This guide makes it easy.

Top Tips for Writing a 60 Second Presentation

Start with what you want to achieve

Is there a specific client you need to get into? Are you looking to move stock or services in a particular area? Make that the focus of this meeting's 60 seconds.

Tell a story

Think of an eventful story around your focus point; something someone said... did... where things went right... where things went wrong (and you were able to fix them). We all love a good story.

Explain why that story is relevant

Don't assume people will automatically know what problem you solve or what that particular product or service delivers. Make it explicit.

Tell them the benefit

Explain the real benefit to that person in your story. Think about the pain or money you saved, the problem you solved for them, or the added benefit they got from you... specifically you.

Tell them the kind of referral you want

Your group wants to help you get ahead and we all know it feels good to pass a referral. So now's the time to show them exactly how they can help you (but remember you're not selling to the room; you're selling to *their* contacts by way of *their* recommendation).

Keep it simple

Don't try to detail all of your business; you're going to have many opportunities to get to every single benefit and every single product / service you provide. If you ask people to remember 5 things – they won't. But if you ask them to remember one clear benefit – they probably will.

Top tips from advertising gurus...

"Don't bunt. Aim out of the ball park. Aim for the company of immortals."

~ David Ogilvy.

"The number of ideas to use in an ad should be odd - and three's too many."

~ Timo Everi.

"Nobody reads ads. People read what interests them. Sometimes it's an ad."

~ Howard Gossage.

"The force that creates sales, that powers our present economy, is desire."

~ Eugene M. Schwartz.

"Make it simple. Make it memorable. Make it inviting to look at. Make it fun to [hear]."

~ Leo Burnett.

"Great ideas need landing gear as well as wings."

~ C.D. Jackson.

Top tips for using this template...

1. You can fit a maximum of three words into one second so that's 180 words at the absolute most. Aim for fewer to allow for any fun elements, laughter, pauses or interruptions.
2. Word count includes all spoken words. Web addresses such as copycarats.co.nz would count as 6 words (copy carats dot co dot nz).
3. Amend it for your style; if you go over in one section, just shorten the word count in another.
4. Read it aloud. Make sure you're comfortable with the phrasing and you're not stumbling over any words.
5. Save and label each one you write, so in the future you can easily re-use them, go back to them for inspiration and send them to other people to use on your behalf.
6. It's a good idea to fill out the parts of your template that will always be the same and then print some blanks. That way, with practice, you can scribble one down with a cup of coffee.
7. Give it a go. Sure, it might not work for you... but here's the thing... what if it does?

Using the examples...

On the following pages you'll find some examples. They're all about me (sorry) but forget that part and take a look at how I've written my 60 seconds for some recent networking meetings.

I write for a living but I still regularly use this template. That way, I never forget to ask for that referral, I always remember to give visitors two chances to hear my name, and I'm able to listen to everyone else so I can help find them those referrals.

Example 1.

Max words	My name is Cara Tipping Smith, from Copy Carats - a commercial copywriting business, based on the North Shore.
20 (18)	
40 (37)	(Story) This week a new member said to me that the worst thing about joining networking groups is the 60 second presentations. "Horrible, just awful" he said; doing them, not hearing them. "Easy," I said, "let me help".
15 (15)	(Relevance) I've spent years writing "to time" for radio, and I have a template that works.
35 (46)	(Benefit) My template gives you confidence to write down what you want to say and STILL stay within the time limit. If you're not confident speaking off the cuff, this template will help. Plus you can save them, reuse them and give them to your substitutes too.
35 (38)	(Good Referral) So a good referral for me is someone who is struggling to write their networking script or radio ad or training video. Script writing is just one of the many things we do really well at Copy Carats.
10 (9)	(Name and Company) My name is Cara Tipping Smith from Copy Carats...
10 (4)	(Strapline) ... for sparkling good copy!
165 (167)	

Example 2.

Max words 20 (18)	My name is Cara Tipping Smith, from Copy Carats - a commercial copywriting business, based on the North Shore.
40 (35)	(Story) Clients often ask me, how do I prove what I do on the web? The answer is case studies! Professionally written case studies <i>prove</i> what you deliver... to clients like the ones you already <i>have</i> .
15 (17)	(Relevance) Plus you're investing in your existing clients through mutual promotion – helping cement your relationship in the future.
35 (46)	(Benefit) I call my client's client, interview them (with a structured set of questions), write the case study, get their approval... and deliver them back, ready to use. And that gives you a compelling body of evidence for your website, your tender pitches and your company profiles...
35 (43)	(Good Referral) So a good referral for me is a business owner or manager who understands the value of proof stories, but doesn't have the capacity to write them. If you hear anyone wanting content for their website, suggest case studies. Even better suggest me.
10 (9)	(Name and Company) My name is Cara Tipping Smith from Copy Carats...
10 (4)	(Strapline) ... for sparkling good copy!
165 (172)	

Example 3.

Max words 20 (18)	My name is Cara Tipping Smith, from Copy Carats - a commercial copywriting business, based on the North Shore.
40 (30)	(Story) A client was referred to me because her seven week email campaign wasn't driving enough business and her Media Campaign Manager (who I'd worked with before) thought I could help.
15 (20)	(Relevance) So I drafted new campaign copy to work in the exact same schedule and guess what? It worked!
35 (24)	(Benefit) Bookings significantly increased and specifically those (hard to get) ahead of time bookings... To quote my client, "this is unheard of this far out".
35 (51)	(Good Referral) So a good referral for me is a business owner or manager who has a regular campaign that is flagging and needs a lift. My job is to get under the skin of your clients and give them a compelling reason to buy – and <i>that</i> kind of success... simply speaks for itself.
10 (9)	(Name and Company) My name is Cara Tipping Smith from Copy Carats...
10 (4)	(Strapline) ... for sparkling good copy!
165 (157)	

Being Brilliant in 60 Seconds Template

Max words	Your words	Complete / Amend / Delete as required.
20	()	My name is [name], from [company name], a [type of company], Either based on/ in [your company's location] OR servicing [the area in which your company operates]
(Story) 40	()	Something real, interesting or even unusual that has happened to you or a client of yours recently.
(Description / Relevance) 15	()	Explain why the story is relevant to what you do, or explain a little more about the product or service you mentioned.
(Benefit to your customer) 35	()	Explain the benefit to the customer from your story.
(Good Referral) 35	()	Be specific, e.g. "The MD of X Company" or "any businesses that have opened in the last 3 months", or give them a type of problem they may encounter so they'll be prompted to think of you. A good referral for me is...
(Name and Company) 10	()	Speak clearly; you want them to remember this most of all. My name is [Name] from [Company Name]
(Strapline) 10	()	Also called a "memory trigger". An optional element but "nice to have". [Strapline]
165	()	<i>Remember the absolute maximum number of words is 180. But aim for 165 to give you space to pause, and have fun. Let me know if I can help you with this template... or anything else. Enjoy!</i>