

# “MAD LIB” A SUCCESS STORY



## HIGH IMPACT INTRODUCTIONS

Make your 30-second “elevator pitch” more memorable and impactful by using a storytelling format. **Make the suggested template here your own**, and then use it when introducing yourself at neXco and other networking events.

Storytelling is a powerful and more memorable way to let your audience know who you are, what you do, and why they’ll want to follow up with you.

## BASIC TEMPLATE – INSERT YOUR INFORMATION

Clients work with me because I **[insert the positive outcome(s) you achieve for clients – keep it to 3]**.

I recently worked with a client in the **[insert industry]** who had a challenge with **[insert the challenge or problem you solved for your client]**.

We took the time to **[describe the work you did]** which allowed our team to **[insert solution and result]**.

The client chose us over our competitors because of **[insert reason(s)]**.

My name is **[insert name]** with **[company name]** and if you are interested in learning more about this story or how I can make an impact in your clients’ businesses, let’s connect.

## EXECUTIVE COACH EXAMPLE

Clients work with me because I **reduce employee attrition by 50%, improve company culture and increase profitability.**

I recently worked with a client in **the commercial cleaning industry** who had a challenge with **turnover in staff.**

Rolling up the sleeves & directly engaging with the business owner and their staff, we took the time to **identify their pain points, goals and objectives** which allowed our team to **develop and implement processes and procedures to foster a better culture and enable growth.**

The client chose us over our competitors because of **our experience in the industry AND our solutions-based mindset.** *(illustrates ability to help out similar clients: service-based industries)*

My name is **[insert name]** with **[company name]** and if you are interested in learning more about this story or how I can make an impact in your clients’ businesses, let’s connect.