

## **How to wake up the audience with your 60 seconds**

We only have to talk about our business for 60 seconds but it is important to make it really count. We turn up to our BNI meetings once a week without fail. Allowing for Christmas and perhaps a week's holiday, this could mean attempting to engage the room 50 times in a year and no matter how accomplished you are at public speaking, waking up the room at 7.30 in the morning can sometimes be a bit of a challenge.

### **Making an impact**

Some people are naturals and everyone will stop to listen the moment they open their mouths... and then there are the rest of us. So... we need something to engage the room up and make it listen.

I could sit on the floor to make my 60 seconds – probably unlikely but you would all at least be wondering what I was doing. I could stand up and sing.....memorable but not in a good way. Many of you will remember QJ walking to the head of the room and popping a balloon. All tactics to make us sit up and take notice before a word has been uttered.

### **Introducing yourself**

It is important that you introduce yourself and give a brief description of the goods or services you provide. Your fellow members will already have this ingrained in their memories (you hope) but visitors to the meeting may not have a clue what you do. Most of us are guilty of zoning out now and again and perhaps resurfacing halfway through someone's 60 seconds because we have heard something that our sub-conscious thinks is of interest. If you can engage the room in the first 5 or 10 seconds there is a good chance you will hold their attention throughout. You might choose to use a memory hook but more about these at the end.

### **The middle bit**

The purpose of your 60 seconds is not to sell to the room but to inform and enthuse it about what you do in the hope that the listeners can recommend your business with confidence and a reasonable knowledge of the goods and services you provide. Obviously trotting out the same 60 seconds every week is guaranteed to switch off your newly turned on and tuned in audience. Your 60 seconds is already diminishing and there is still much to be done. There may be a specific subject you would like to talk about – or there may be a particular business or individual you would like to make contact with... and don't forget the value of props.

You could choose to deliver this information or request in a memorable way. As you know I am a bit of a poet... and a few months ago I delivered one of my renditions in which I mentioned lanyards – not something I sell a lot of but it was the only thing I could think of that would rhyme. As a direct result of that particular 60 seconds I received an order for lanyards worth over £400.

Greg has been known to sing the odd song or two.

## **The last bit**

Memory hooks. One of the best ways of making your 60 seconds stick in someone's mind is a memory hook. Most of us will deliver these at the end – although the introduction is also a good time for these. A memory hook is something that will make people remember you and what you do and many of us are already using them.

Smoothing the moving

Perfection in my Erection

A sign of a good business is...

Boasting about my hosting

Don't come a cropper...

Don't go to bed with a drip

So... if you don't already have one, now might be a good time to start.