



# The Art of the 60-Second Explanation: Clearly Communicate Your Value to Potential Clients

By: Susan Guthrie

Ever been at a networking event, a conference, or even just a casual conversation, and someone asks, “So, what do you do?” For entrepreneurs in the legal and dispute resolution fields, this is a golden opportunity. But too often, it’s squandered. Many practitioners either offer a lengthy, jargon-filled explanation that leaves the listener more confused than intrigued, or they sell themselves short with an overly simplistic statement like “I’m a divorce attorney” or “I mediate commercial disputes.” Neither approach truly takes advantage of the moment to convey unique value.

The truth is, you have about 60 seconds, if that, to capture someone’s attention and clearly convey the unique value you bring. A muddled or underwhelming message means missed connections and lost potential clients.

When I’m working with my coaching and consulting clients in the legal and DR space, one of the first things we often tackle is refining this crucial “elevator pitch.” It’s not about a hard sell; it’s about clarity, confidence, and connection. Think of it as your practice’s verbal business card — concise, compelling, and memorable.

Ready to craft yours? Here’s a simple framework to get you started:

## The 4-Step Framework for Your 60-Second Value Proposition:

This isn't about memorizing a script verbatim but rather internalizing these key components so you can deliver them naturally and adapt them to different situations.

### 1. Identify Your Ideal Client & Their Core Problem (Approx. 15 seconds):

- Who do you specifically help? Don't say "everyone." The more niche you are, the easier it is for the right people to recognize themselves.
- What is the primary pain point or challenge they face that you address? Think about what keeps them up at night or what obstacle is preventing their progress.
- Example (Mediator): "You know how family businesses often struggle with internal disagreements that threaten both their relationships and the company's future?"
- Example (Lawyer): "Many small business owners are so focused on growth that they overlook crucial legal protections, leaving them vulnerable to costly disputes down the line."

### 2. State Your Solution Concisely (Approx. 15 seconds):

- How do you solve that problem? Focus on the *outcome* or *transformation* you provide, not just the service itself.
- Keep it simple. Avoid technical jargon.
- Example (Mediator): "Well, I provide specialized mediation services designed to help them navigate those conflicts constructively, preserve relationships, and find sustainable solutions for the business."
- Example (Lawyer): "I act as their dedicated legal partner, proactively setting up the right agreements and structures to protect their assets and minimize risk as they scale."

### 3. Highlight Your Unique Differentiator or Benefit (Approx. 20 seconds):

- What makes you different or better? This could be your specific approach, your unique experience, a particular process, or a key benefit clients consistently praise.
- This is where you subtly weave in your unique value.
- Example (Mediator): "What my clients often appreciate is my background in [mention a relevant, brief skill, e.g., 'corporate finance' or 'family therapy'], which allows me to understand the underlying dynamics quickly and facilitate truly practical outcomes, often saving them significant time and emotional distress."

- Example (Lawyer): “Unlike some firms that are purely reactive, I focus on a ‘legal wellness’ approach. When I’m working with my coaching and consulting clients, we often build this proactive mindset right into their business operations, so they feel secure and can focus on what they do best.”

#### 4. Deliver a Soft Call to Action or Engagement Question (Approx. 10 seconds):

- What’s the next logical, low-commitment step? This isn’t “hire me now.” It’s about continuing the conversation.
- Often, a simple question inviting them to share is best.
- Example (Mediator): “It’s incredibly rewarding to see families find common ground. Does that resonate with any challenges you’ve observed in your network?”
- Example (Lawyer): “It’s all about building a solid foundation. Are you seeing more businesses in your field becoming aware of these proactive needs?”

### **Putting It All Together:**

Let’s take a look at one for a dispute resolution professional focusing on workplace conflicts:

“You know how unresolved workplace conflicts can decimate team morale and productivity, costing companies a fortune in lost time and employee turnover? (Problem) Well, I specialize in facilitating neutral mediations and conflict resolution training to help organizations address these issues head-on, creating a more harmonious and efficient environment. (Solution) What really sets my approach apart is my ‘preventative’ training module, which empowers teams with de-escalation skills *before* major issues arise — it’s something I emphasize when I’m working with my coaching and consulting clients to build stronger team dynamics. (Differentiator & Subtle Reinforcement) It’s a proactive step that many find invaluable. Have you seen a growing need for this kind of support in organizations you work with?” (Engagement)

### **Practice Makes Perfect:**

Once you’ve drafted your 60-second explanation:

- Say it out loud. Does it flow naturally? Does it sound like you?
- Time yourself. Adjust as needed to hit that one-minute mark.
- Practice with trusted colleagues or friends. Get their feedback.

- Be ready to adapt. While the core message remains, you might tweak it slightly depending on who you're talking to.

Having a clear, concise, and compelling way to explain what you do and the value you provide is a superpower for any entrepreneur. Take 30 minutes this week to craft yours. You'll be amazed at how much more confident and effective your networking and client conversations become. **Here's a [Craft Your 60-Second Value Proposition Worksheet](#) to help you get yours done!**

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