PRACTICE

How to Introduce Yourself

Curated by Simon De Los Rios

WHO IS THIS FOR

This practice is for anyone who over-explains or undersells when someone asks what they do.

PAIN

Losing the room in the first ten seconds of introducing yourself, either by talking too long or saying something so vague it goes nowhere.

SOLVES

Gives you a five-part structure that makes how you introduce yourself clear, memorable, and easy to build on.

TOPIC

CAREER TRANSITION | JOB SEARCH & INTERVIEWS | BUSINESS & ENTREPRENEURSHIP

READ TIME	TIME REQUIRED	WHAT YOU NEED
2 minutes	20 min	notebook, pen

BEFORE YOU START

My invitation, take some time for yourself. Put your phone somewhere else and avoid distractions. Put on music you like and if you feel like it, brew yourself a nice cup of coffee or a tea. And lastly, but most importantly, try to have fun... this must be an activity to be enjoyed.

Step 1: Name

Your name, and your business name if you have one. Short and clear, nothing more. Write each part on the card after Step 5.

– *What is the simplest way to say my name and what I do, without over-explaining?*

Step 2: Same

What you are the same as, something the other person already understands. This opens a folder that already exists in their head, instead of asking them to build a new one. A way in: "I do for [clients] what [something familiar] does for [its users]."

– *What is something familiar I could compare this to, so it clicks right away?*

Step 3: Fame

One project, result, or achievement that makes you credible. Specific, not a general claim about being good at your job. Use a number if you have one.

– *What is the one thing about my work that people tend to remember?*

Step 4: Aim

What you are working on over the next 90 days. This keeps you specific and current, not generic.

– *What am I focused on this quarter?*

Step 5: Game

Your big game, the mission behind all of it, over the next three to six years.

NAME *My name is* _____

_____

SAME *I do for _____ what _____ does for* _____

_____

FAME *One thing I am known for:* _____

_____

AIM *This quarter I am working on* _____

_____

GAME *The bigger thing I am building toward is* _____

_____

– *What is the larger thing all of this is building toward?*

BEFORE YOU CLOSE THIS

Read all five parts out loud. If it sounds like a LinkedIn bio, rewrite it until it sounds like you talking to a person.

CONTINUE WITH

The Inner Critic, if saying it out loud brings up the voice that says you are not ready, this practice helps you test what that voice is telling you.

Curated by: Simon De Los Rios

Source: Daniel Priestley, Name, Same, Fame, Aim, Game framework