

Illustrate how you can benefit someone or someone's business with context and conviction and be specific in describing your ideal referral - who they are, where they are and why they need you! Remember, we are here to help each other. Structure your minute message around three key elements – a beginning, middle and an end.

### The beginning ...

Include your name, your company name and what you do but be intriguing - think about what makes your customer experience referral-worthy.

**Mundane:** Hello, I am a mortgage broker.

**Intriguing:** Hello, I help people to buy and keep their dream home!

Start with a double name introduction and sign off with it too. It will soon become natural, reinforces your confidence and is noteworthy to those listening.

Make yourself memorable and approachable.



20 seconds

**TOP TIP:** Keep the beginning and end consistent. These will become your trademark words, a memorable slogan that fellow advocates will retain and recite.

### The middle ...

This part of your Minute Message will change depending on your marketing efforts, seasonal promotions or target prospects.

The brain functions at its peak with concise messages so focus on three elements to make it easy for people to digest your words. Add simple techniques such as repetition or alliteration to make your communication more memorable, effective and emotive.

**Example:** Beanz Meanz Heinz

**Example:** Veni, vidi, vici (I came I saw I conquered) - Julius Caesar

**Be specific:** Being specific makes you easy to refer. If you don't have an ideal customer name or company, what 'quick wins' do you have? Quick wins are things your NetworkIN colleagues will see, hear, touch or feel in their day-to-day activities that will make them think of you outside of meetings. This is the key to referral marketing success and an uncapped return on investment.



30 seconds



> More top tips.

message  
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NOUN

1. a communication containing some information, news, advice, request, or the like.
2. an official communication.
3. the inspired utterance.
4. the point, moral, or meaning of a gesture or utterance.

**Synonyms:**  
communication,  
news intelligence,  
notification

### The end ...

Repeat your name, your company name and a business strapline.



10 seconds