

# How to Introduce Your Company When Ten-Minutes is all They Have to Spare

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## A TOOL FOR THE 30-SECOND SOUND

As Andy Warhol's fifteen minutes of fame shrinks to the size of the 10-second bite, entrepreneurs - and intrepeneurs - often have one fleeting shot introducing their company to a key business decision-maker. Voice mail is the first place you have to make your case.

It may take you days to write a proposal, or organize your thoughts for a presentation. But the busy person you are writing for - - the new client or customer, corporate executive investment banker -- more than likely has only ten minutes to

First in a series  
of four articles.

Don't you wish you could hire a team of relations professionals to describe your company in a succinct sentence or two?

**Ten Minute Business Profiler** will help organize your company descriptives and give your audience really tight snapshots of your business: Briefer. More concise. More convincing. More startling. More to the point that you really want to convey.

Whether launching a new product, fishing for an investor, or introducing your company to a purchasing manager at a trade fair, you must be able to make your information leap to the top of the stack of faxes and overnight letter-packages, media kits and leave-behinds that are competing for attention. One can no longer rely on a clever design or fancy folder to do the job. In an era of standardization and key-word searches, what matters most is what you say.

## Be Brief. Be Targeted. Be Persuasive.

Not the three B's of music, but like Beethoven, Bach and Brahms, the three "Be's" of writing a business profile must harmonize -- yet also be dramatic. **The Office 97 Business Profiler Wizard** is designed to help you write a profile of your company that acts as your calling card - - a single page or two that contains all the points you want to make in a logical sequence.

- **First you will be targeted.** You will select the purpose of your profile. Are you seeking capital? A contract? A partner? Or a Client/Customer? This is the anchor of your profile, and if you organize your information around the purpose you are seeking -- if you target it to your audience (whether that be one person or thousands) you will naturally organize your presentation with that audience in mind.
- **Then you will be persuasive.** The Wizard will give you tips on writing that will help you hone your writing style, organize your thoughts into appropriate subject categories and zero in on the information that is most likely to persuade your audience to respond favorably.
- **Finally you will be brief.** If you follow the Wizard's examples, your final document should fit on a single page, or two, including optional paragraph headers, your company logo and address.

### Wizard Tips:

- Use the Wizard to organize your company profile into a one or two page document that will introduce your business to busy decision-makers.
- The wizard offers writing examples to help you keep your sentences short and your thoughts organized.

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The Wizard will also assist you with a glossary of terms, answers to Frequently Asked Questions, and a writer's help guide. Of course you may find all sorts of uses for the Wizard, and you will be able to customize the design, length and organization of topics as you wish. Furthermore you can easily work with the Wizard to edit and update your profile, or you can use it to organize your presentation on a mobile computer while you are in transit to an important meeting.

#### GOING TO THE NEXT LEVEL

A writing tool is only half complete in this multimedia world, if it does not assist you to take your company to the level, a kind of primer on style, that practically shakes hands your audience -- that puts your company profile on their desktops, in their briefcases, and in their faces.

To help you accomplish this, the Wizard will generate a document, you may use as a template for future profiles or customize with each use altering graphics, fonts and other visual elements. You will find additional templates for converting your company profiles into fliers and pages in the Business Profiler Resource Center, as well as tips on posting on the Internet.

The more you write, rewrite and refine your company profile -- the more you think through your information, the words you use and your purpose - - the more likely you are to find your Company Profile sitting on the top of your recipient's in-box.

#### **Ten Minute Business Profiler Resource Center**

**at the**  
**[EnterpriZone.com](http://EnterpriZone.com)**

- Style Templates
- Articles
- Links to relevant web sites
- Tips on posting Company Profiles on the Internet
- Audio/visual seminars
- Announcements of Special Events and chats
- Additional business essentials

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