

6 Ways to Answer the Dreaded Question:

*“So, what do you do?”*

**Go beyond titles and positions to create conversations and connections.**



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A 10 Week Journey to Building Your Standout Brand

**GET NOTICED  
BY DESIGN™**  
Position Strategically. Market Effectively.

# “So, what do you do?”

## It's a loaded question and one of the hardest to answer!

If you're like me, you practice how you're going to answer that question before you even go to a networking event! Best foot forward and all that. But in my experience, people either try to make their answer sound really good to impress others (aka Elevator Speech) or fumble over their words and share so much that it leaves people confused.

Why is it such a struggle??

Because it forms an immediate opinion of us.

Right or wrong, intentionally or not, we “categorize” people in our mind and form assumptions about them, based on their answer. Things like:

- How they earn a paycheck
- Their socio-economic status
- How they compare to us
- If they're a rung above us or below us
- If we can relate to them or not

Don't think you do it?

## Imagine meeting a variety of people at a networking event.

What's your *first thought* about each of them?

- Realtor
- Doctor
- Teacher
- Executive Assistant
- Marriage & Family Therapist
- CPA
- Copywriter
- Graphic Designer
- Restaurant Owner
- Doctor

Do you naturally compare them to yourself and what you do? Maybe perceive them as “less than”, “more than” or “equal” to you? Who are the ones you would easily strike up a conversation with? Why or why not?

It's human nature for us to feel more comfortable with people who are like us. What if you were to humanize these professions beyond the title?

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### It's a marketing opportunity

If you are hoping to connect with potential clients or business associates, you need to answer the question "What do you do?" question in a way that invites conversation and connection. Going beyond your title or position will help you way beyond networking events and cocktail parties. It actually translates to the very essence of your branding and marketing and how you attract your ideal customers.

### Reframe the question

Even though they ask "What do you do?", they're really asking "What can you do for me?" It's not about what you do, but rather **how you help** solve a specific pain point for your client or customer. It doesn't need to be 100% complete, but it should be interesting, arouse curiosity and invite conversation. The key is to go from being *title-driven to outcome-driven*.

You just need to get your building blocks together and then use the templates below to craft your introduction that connects with people. I didn't come up with these templates all on my own. I've just gathered them from different people like Brendon Burchard, Michael Hyatt, John Jantsch, Clay Hebert, Jane Powers and others and tweaked them for me and my clients.

## Step 1: Pull your key building blocks together.

### 1. Title

Your profession: \_\_\_\_\_

### 2. Target Market (Niche)

Who you help: \_\_\_\_\_

### 3. Pain Point or Problem of your ideal client

What problem(s) you solve: \_\_\_\_\_

\_\_\_\_\_

### 4. Solution

Your solution, service or product: \_\_\_\_\_

\_\_\_\_\_

### 5. Transformation/Ultimate Benefit/Outcome of What You Do (the MOST important piece!)

How their life or business is better after you have helped them: \_\_\_\_\_

\_\_\_\_\_

### 6. Bonus Piece: Case Study

Have a client success story ready to share (their before and after) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Step 2: Plug and Play Templates

Now plug those pieces into these 5 different templates to create your conversation starters for your next event.

### Template #1a

I help (target market) \_\_\_\_\_ (transformation) \_\_\_\_\_.

Title-driven response:

*"I'm a marriage and family therapist."*

vs.

Outcome-driven responses:

*"I help struggling blended families create a healthy, loving, and fun-filled home."*

*"I help people who have lost a spouse to cancer begin again."*

If the person you're talking to happens to be in a struggling blended family or has lost a spouse to cancer and having a hard time moving on with their life, they would instantly know that you are for them.

### Template #1b: Change the verb

Modify the basic *"I help..."* template by *changing the verb* to better suit what you do:

I help/show/teach... (target market) \_\_\_\_\_ (transformation) \_\_\_\_\_  
\_\_\_\_\_.

- I show... \_\_\_\_\_
- I design... \_\_\_\_\_
- I make... \_\_\_\_\_
- I build... \_\_\_\_\_
- I give... \_\_\_\_\_
- I teach... \_\_\_\_\_

Other  
verbs to  
try in all  
templates

### Template #2

I am a (title) \_\_\_\_\_ . I help (target market) \_\_\_\_\_ who  
are (pain point) \_\_\_\_\_ to (solution) \_\_\_\_\_ so  
that (transformation) \_\_\_\_\_.

*Example: I'm a marriage and family therapist. I help blended families (who are) struggling to feel like a cohesive family unit to work through their challenges with dignity, respect and understanding so that they can enjoy a healthy, loving and fun-filled home.*

### Template #3

I help/give/... (target market) \_\_\_\_\_ (solution) \_\_\_\_\_  
so they can (transformation)\_\_\_\_\_.

*Example: I give hair stylists a step-by-step system for generating online reviews and referrals so they can easily attract new clients.*

### Template #4

I/we offer \_\_\_\_\_ (product or service) that helps \_\_\_\_\_ (your customer) do or get \_\_\_\_\_ (what your customers want...in their own words, not jargon-speak) so that \_\_\_\_\_ (promised transformation).

*Example: We have a unique system that helps overwhelmed service providers simplify and productize their services so they can escape the time for dollars trap, eliminate custom project proposals and scale their business.*

### Template #5

I work with (target market) \_\_\_\_\_ who want \_\_\_\_\_  
\_\_\_\_\_ without \_\_\_\_\_.

*Example: I work with Christian entrepreneurs who want to build an online business they love that makes a difference, generates money and honors God, without using sales tactics that compromise their values.*

### Template #6

(Target market) \_\_\_\_\_ hire me to help them (desire) \_\_\_\_\_  
\_\_\_\_\_ because most are (pain points) \_\_\_\_\_,  
so I help them (solution) \_\_\_\_\_ to achieve  
(transformation/outcome) \_\_\_\_\_.

*Example: Business professionals hire me to help them make their work meaningful because most are bored, uninspired and disappointed by the grind of their career. So I help them align their personal purpose, calling and passion with the work they do to achieve the impact and have the career they only imagined so they never dread Mondays again. (—Jeff Blanton, Jailbreak Leadership)*

## Take the different templates and use them in a conversational format.

Depending on the situation and who you're talking to, you can vary what you share and have a conversation. Here's an example from one of my clients:

Q: "So, what do you do, Jeff?"

A: "I work with business folks who are frustrated and unhappy at work to never dread Mondays again."

Q: "Really? That's a tall order! How do you do that?"

A: "Well, I help them discover their purpose in just two words and then show them how to align it with their calling and passion so that they're playing in their strengths and creating work that is meaningful to them."

[STORY] "In fact, when my client, Cheryl, came to me, she was fed up, had lost her motivation and was basically just going through the motions at work. She came to me to talk about transitioning to a new job. Once we discovered her purpose and the things that really light her up, we realized she could incorporate it into her current job.

As a result, she is having way more fun, way more impact with her staff and has no desire to leave. She no longer dreads Mondays."

Q: "That's cool! I'd love to know more about that as I'm one of those who dreads Mondays..."

A: "OK, here's my card with my appointment scheduler. Jump on there to pick a time and we'll talk about how we might work together. My personal purpose is mobilizing possibilities for people so they aren't stuck living mediocre lives. Everyone has a purpose and a calling and I can't wait to help you discover yours!"

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Have fun with these templates! Take them for some test runs and see how they resonate with people. If you need help determining your target market, their biggest pain points and your unique solution, jump on a call with me. It's hard to do on your own.

I want to see Christians be Kings in the marketplace - showing up with excellence, gaining influence and using their business as a vehicle for Kingdom impact. That's why I created Get Noticed By Design, a 10 week "done with you" program that helps you design your online business *intentionally* so you don't waste time and money spinning your wheels with random tactics that don't work. With over 1.8 billion websites online today, you need to be smart with your marketing in order to attract clients you love and turn them into customers. I'd love to help you do that when you're ready.