

A NEW WAY TO ANSWER THE BIG QUESTION:

“What do you do?”

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



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Position Strategically. Market Effectively.

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“So, what do you do?”

IT'S A LOADED QUESTION and one of the hardest to answer!

How do you distill what you do into a short and interesting line or two? If you're like me, you practice how you're going to answer that question on the way to a networking event...OUT LOUD in the car! You may try to sound impressive and important, or you share way too much information, leaving people confused and uninterested.

UGH. WHY IS IT SUCH A STRUGGLE??

Because it forms an immediate opinion of us...and we really care about what people think! Whether in a business setting or a friend's party, this is the usual conversation starter with people we first meet.

Right or wrong, intentionally or not, the answer to this “simple” question causes people to make instant assumptions about us. Things like:

- **How we earn a paycheck**
- **How much we earn**
- **How we compare to them**
- **If we're a rung “above or below” them**
- **If they can relate to us or not**
- **If they need what we offer**



The last bullet point - “**If they need what we offer...**” - is **THE KEY!**

Go beyond your title and tell them the problem you solve through your work.

It's a marketing opportunity...make the most of it!

If you are hoping to connect with potential clients or business associates, you need to answer the “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 from **TITLE-driven** to **OUTCOME-driven**.

Even though they ask “**What do you do?**”, tell them **the big problem you solve and how it helps people**. It doesn't need to be a long explanation, but it should be interesting enough to arouse curiosity, invite conversation, and be in words they would use...not industry vernacular.

A Title-Driven vs. Outcome-Driven example:

TITLE-Driven: "I'm a Brand Strategist and Designer."

OUTCOME-Driven: "I help entrepreneurs crack the code on marketing themselves so they attract more and better clients."

Do you see the difference? Short, clear, and much more likely to lead to a conversation about how I do that, especially if that's a need they have.

A response might be: "Really? How do you do that? I would love to crack the code!"

"Great question. Well, first I help you get to the heart and soul of what you do, why it matters, and what makes you different. Then we package it up so you're ready to go to market with a unique, client-winning message, an online presence you're proud of, and the key marketing pieces you need to attract more and better clients. It's a total game-changer!"

The key is to focus on what your ideal client wants and why. Focus on the WIN for them.

Step 1: Pull your 6 key building blocks together.

Below are the six building blocks you need to be able to articulate what you do and why it matters. You'll find templates on the next page to craft an introduction that connects with people. I have gathered templates from different experts like Brendon Burchard, Michael Hyatt, John Jantsch, Clay Hebert, Jane Powers and others and tweaked them for myself and my clients.



1. YOUR TITLE

Your profession: _____

2. YOUR TARGET MARKET (Be as specific as possible)

Who you help: _____

3. THE PAIN POINT OR PROBLEM YOUR IDEAL CLIENT WANTS TO SOLVE

What problem(s) you solve: _____

4. YOUR SOLUTION

Your process, service or product: _____

5. THE TRANSFORMATION/ULTIMATE BENEFIT OF SOLVING THEIR PROBLEM

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

6. BONUS PIECE: A CASE STUDY

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

Step 2: Plug and Play

Now plug those pieces into any of these 6 different templates to **create your conversation starters** for your next opportunity to explain what you do.

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."

If the person you're talking to happens to be in a struggling blended family, they would instantly know that you are for them. And if not for them, chances are they know someone who is.

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... _____

Verbs to try
in all of the
templates

TEMPLATE #2

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

Example: *I am 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/(verb)... (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 a profitable business or ministry they love that makes a difference without compromising their values.*

TEMPLATE #6

(Target market) _____ hire me to help them (desire) _____ because most are (pain points) _____. So I help them (solution) _____ so that (transformation/outcome) _____.

Example: *Business folks 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 and passion with the work they do so that they enjoy their work 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. You don't have to use the templates verbatim.

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 help them find their purpose and passion again."

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

A: "Well, I take them through a unique process to 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/CASE STUDY] "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 wanted me to help her transition to a new job. But once we discovered her purpose and the things that really light her up, we realized she could incorporate those into her current job, just with a different slant.

Her employer was thrilled to have her stay and she is having way more fun, way more impact with her staff, and has no desire to leave. She's fulfilled doing work that matters."

Q: "That's cool! I'd love to know more as I'm not the happiest with my work these days either..."

A: "Sure! 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!"

A note from me!

Have fun with these templates!

Take them for some test runs and see how they resonate with people... YOUR people...the ones who can use your help.

Be mindful about how you show up.

Many Christian-owned brands are not represented well in the marketplace. Consequently, we are not respected. I am on a mission to change that by using my skills and expertise to cultivate entrepreneurial success stories for their good and God's glory. **As Christians, we should stand out with excellence, prosper in our profession, and use our God-given purpose and potential for influence and Kingdom impact.**

Are you ready to get noticed by design...not by chance?

If you are not clearly articulating the value you offer in a way that makes people's ears perk up and pay attention, it's time to change that. And the thing is, even with templates to follow, it is really hard to do this on your own. You are too close to what you do. You need an outside perspective. I can do it all day long for other people, but still struggle to do it for myself.

That's why I created *Get Noticed by Design...Not by Chance*, a 10 week "done with you" program to build a standout mission-driven brand. When you have clarity, a solid strategy, and the brand assets you need to go to market, it's a game-changer! You'll finally be able to market yourself with clarity, confidence, and credibility! Your people are waiting for you. Let's make sure they can find you!

Email me at terri@smartcreativelab.com and we'll see if it's a good fit for you.

