

One Minute Marketing Message Worksheet

Hi! My name is _____
(*your name*)

I am a _____

and _____
(*three detailed descriptors*)

My expertise includes _____

(*years in business, awards, major accomplishments*)

_____, _____
and _____ hire me
(*up to three entities who you want to do biz with*)

because they want to _____
(*describe pains you help alleviate*)

They do this because they know _____

(*WHY they want the pain relief*)

They also know _____

(*more reasons they should want to hire you*)

I show them how to _____,
_____ and _____
(*benefits they will gain from doing biz with you*)

If you want _____
_____ and _____
(*benefits your clients/customers receive*)

Please _____

(*specific call to action*)

Hi, I'm Al Jensen

I am an author, inspirational speaker and speaking coach

My most recent project is an on-line training program for entrepreneurs, titled "Mastering Your One Minute Marketing Message"

Authors, coaches and entrepreneurs hire me because they want to improve their public speaking and presentation skills

They do this because they know great speaking and presentation skills lead to increased credibility, believability and revenue

They also know that good speakers and presenters are perceived as EXPERTS, and everyone likes to work with experts, right?

I show them how to develop, practice and deliver kick-butt presentations with ease!

If you want to deliver great presentations, be perceived as an expert in your industry and increase your revenues, then we need to talk

Please hand me your business card and I'll reach out and schedule a no-cost, no-hassle, no-obligation consultation to determine if I can be of service to you

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(specific call to action)

(Write YOUR OMMM here)