

How to begin Your Irresistible Introduction...

As a _____, I
help _____
who are / experience / need _____.

What I do is _____
so _____.

Example: As a business coach, I help business owners who are overwhelmed and confused with the amount of marketing information and choices available to them.

What I do is help them define their very real target market with precision so their efforts at making their business visible and desirable to their market actually gets them the results they want.