

# Verbal Billboard

Beginning the  
conversation



# ***Part One***

## ***a bit of the story***

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- You know what it's like when...  
(your client's pain/problem)  
1-2 sentences

## ***Part Two***

### ***The What's in It For My Client (WITFMC)***

*Try one:*

- My client was helped by...
- My client benefitted from..
- My client now can...  
(the outcome they believe they received) 1-2 sentences

## *An example*

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- You know what it's like when your business is off by 30% and you don't know what to do? My client sure did...

## *Client Focused story*

- My client needed a way to expand their marketing reach. I showed them a way to use the internet and now their sales are up 20%. We used webinars to reach new markets. Now they are hiring people again.

# *Your Turn*

- You know what it's like when...
- My client was helped by..... *OR*
- My client benefitted from..... *OR*
- My client now can .....

# The Rules

- You get 3 minutes to prepare your story.
- You get 1 minute to tell the person to your left your story. Start with the Table Leader.
- They get 30 seconds minute to ask a follow-up question. Ask a WITFMC question.
- Proceed to the left until everyone gets a turn.
- Your three minutes starts when I stop talking.