



Improving Business Worksheet #2

Create a One Minute Business Introduction

If you find it hard to describe your business briefly and succinctly then it is hardly surprising that your potential customers find it hard to work out what sort of business you in. And if your potential customers are not sure what sort of business you are, then they are less likely to actually spend their time and money with you rather than with one of your competitors.

The One Minute Business Introduction is a short, powerful summary of your business model which can be easily communicated and understood. It answers the questions – What do you do? And why should I care?

Many businesses have found that the following script works really well.

- We work with ...
- Who have a problem with ...
- What we do is ...
- So that ...
- Which means that ...

Working through this script, and filling in the details that are specific to your own business, should help you see more clearly the central idea of your business, that which marks it off from all other businesses.

Farrington Business Solutions uses this same technique to help us understand what are the key features of our own business. If we use FBS as an example then it will become clear how you can use the same tool in your situation.

We work with...

Who are the people that your business is concerned about? Be as specific as you can. Is it a type of business, or a particular person defined by age, or sex, or location? It is not enough to say that you could work with anyone. You need to be specific about which businesses and people you are really seeking to work with.

In the case of Farrington Business Solutions, we have decided that this line should read...

We work with small and medium sized businesses

Who have a problem with...

Now you need to think about what problem or difficulty these people that you want to work with actually have. Your one minute business introduction needs to focus on the problems of your potential customers because that is what is most important to them, more important than all the great things you might want to say about your business.

In the case of Farrington Business Solutions, we have decided that this line should read...

Who have a problem with the way their customers perceive them online,

What we do is...

Now you need to describe how your business can actually do something positive about the problem that your potential customer has been reminded about. It is not good telling them about things which don't directly improve their difficult situation. Concentrate on the one or two things which your business does that are part of the solution to their problem.

In the case of Farrington Business Solutions, we have decided that this line should read...

What we do is create and maintain professional websites with a modern, attractive design,

So that...

Here you need to briefly and simply explain what the effect of your involvement would be for your potential customer. Ok, you have explained what you do, but what is the effect on their business.

In the case of Farrington Business Solutions, we have decided that this line should read...

So that their potential customers are confident in doing business with you, and choose you over your competitors,

Which means that...

Finally you must show the outcome of your services or product. If a customer chooses to use your business, and has in mind the problem they face, and your proposed solution, what is the effect on their bottom line, either financially or practically. Don't forget that in the end all business is about selling more, doing things more efficiently and doing things more cheaply. What are you offering that helps your customer achieve one or more of these outcomes?

In the case of Farrington Business Solutions, we have decided that this line should read...

Which means that you are able to sell more easily, and to more customers.

Altogether our own One Minute Business Introduction runs as follows. Now try and create your own. Good luck!

We work with small and medium sized businesses like yours, which have a problem with the way their customers perceive them online. What we do is create and maintain professional websites with a modern, attractive design, so that your potential customers are confident in doing business with you, and choose you over your competitors, which means that you are able to sell more easily, and to more customers.

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