FLAWLESS FIRST IMPRESSION MASTER WORKSHEET - LESSON 2

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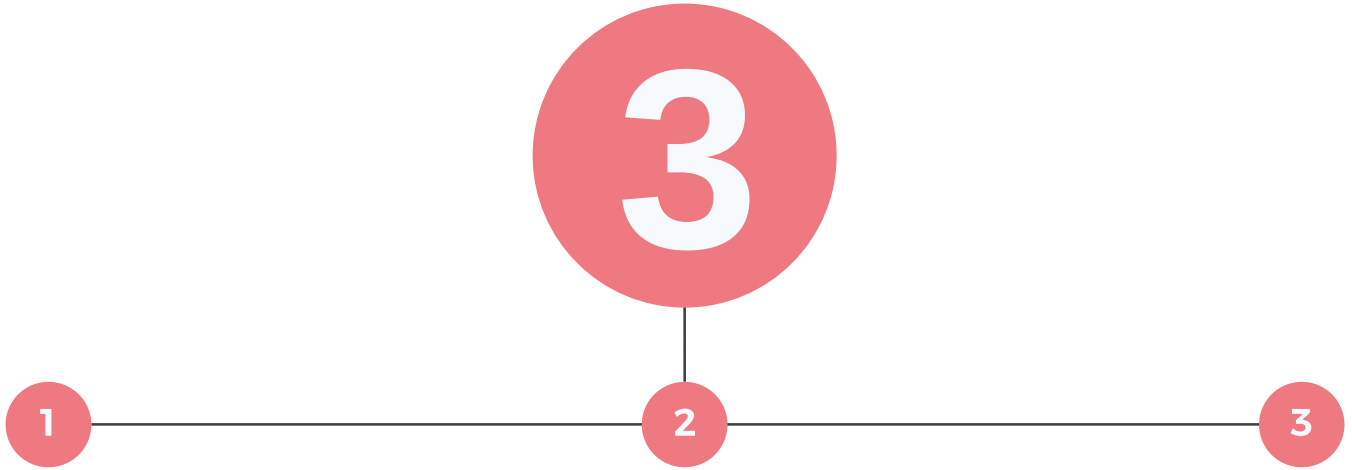
WHAT MOST PEOPLE DO WHEN ASKED TO 'TELL ME ABOUT YOURSELF' IS ONE OF A FEW THINGS, AND *SPOILER ALERT* THEY'RE ALL PRETTY BORING:



1. They will go through their chronological life story point by point.
2. They will say, "Well, I was doing a, now I'm doing b, and I hope to be doing c in the future."
3. They give too much detail about how they grew up on a farm, in what city with how many siblings, etc.

The goal of the first impression is to connect, intrigue, and create a sense of 'knowing you' a little bit better right away. These 2 approaches do the trick.

CHOOSE YOUR APPROACH: CHILDHOOD OR DEFINING MOMENT

Childhood approach works well if you have a moment you can tie back what you're doing now to your childhood.

Childhood approach examples to get you thinking:

1. I was the oldest sibling, so I was always the leader making the quick decisions on what to do next. (good example for a management position)

2. When I was a kid, I would always be the one taking things apart and putting them back together to see how they worked. (Good example for an engineer, architect, or anything related to building, figuring things out, etc.)

3. When I was a kid, I always had strong friendships. Even if I hadn't seen someone in a long time, we could pick up right where we left off as if nothing changed. (Good example for an account manager or any position where building relationships is essential to success)

4. I grew up in a house where education was really important, and it's for that reason that I've always studied really hard and understood that putting in a lot of hard work pays off. (In a position where there will be challenges that you may not have the experience to solve right now).

THE DEFINING MOMENT APPROACH:

This is a great tactic when you need to describe a career change, and it's an interesting/quick way to describe how you got from a to b while letting the listener learn and connect with you on an authentic level.

1. When I worked in a technology company, I realized that the developers really need someone to get them up and out and having some fun. I decided I wanted to be that person who created that environment, so I started out planning internal events for the company and went on to become a global events coordinator.

2. When I was at my previous job in HR, I noticed that the staff really felt like they needed an outlet to be heard. That was really missing for them, so I started with hosting focus groups for that company, and now I am a focus group facilitator. I love being able to hear people out, include every voice, and implement the best ideas.

3. When I was working in marketing, I read a blog post on content marketing and how it could increase your leads and sales dramatically for a company. I wondered why most companies didn't do more of it? Through this, I started writing my own blog posts and realized my LOVE of writing. I have an article with over 200 shares on it, and I haven't looked back since.

4. I was working in sales, and I realized my true strength was in building the longer term relationship with the customers. I hated making the sale and then passing the customer off to someone else. I wanted to see it through and keep in touch with the customer. I realized I was really supposed to be in Account Management or somewhere that I could really put my strong relationships to use for the company.

Craft your introduction and practice it on the next person you meet. After you choose your approach, write it out and practice saying it. If it doesn't feel right, change it up until it does.