

60 Seconds Target Grid

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| To: BNI | Date: dd-mmm-yyyy Time: 06:45am |
| Attending: Members of Sutton Chapter | Location: Oaks Park Golf Club |
| Subject: To present (my company) in 60 seconds | Practice Run Through: Wednesday evening |
| Presenters: Only me | |

| No | Section | Content |
|----------|---|--|
| 1. | INTRODUCTIONS | My name is |
| | AUTHORITY | I am a |
| | HEADLINE | My business is (<i>business name</i>) (tag line) |
| | OBJECTIVE | I aim to(this should be about changing the way the audience think about you and your business in 60 seconds) |
| | OVERVIEW OF PRODUCTS & SERVICES | The products and services of (<i>business name</i>) are The clients of (<i>business name</i>) are |
| 2. | USPs Tell a short story that shows why you are different | (<i>business name</i>) is unique in the following ways: (unique selling points - USPs) <ol style="list-style-type: none"> 1. Monos erty wrtpo 2. Gort yos pernaty 3. Lorty uio preasy bi torfol |
| 3. 4. | ACTION | A good referral for (<i>business name</i>) is So if you hear/meet people such as then recommend (<i>business name</i>) and give them my card. |
| 7. | SUMMARY | My memory hook is (<i>your name</i>) of (<i>business name</i>) tag line |

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