

5 MINUTE BUSINESS SPOTLIGHT FOR OCEAN NETWORK

A 5-minute business spotlight is a brief, persuasive speech that you can use to spark interest in what you do. It needs to be succinct, while conveying important information about you and your business.

We would like you to address these questions in your business spotlight.

1. Who are you? What's your business name?
2. What do you offer?
3. What problem do you solve?
4. How are you different?
5. Call to Action / How do people get in touch with you or book your services

Have a business card or other takeaway item with you, which helps the others remember you and your message. (*And cut out any information that doesn't absolutely need to be there.*)

Tips

- Once you've answered the 5 items above, if you have more time before the 5 minutes runs out you might want to include your latest offer/event/service.
- **Consider Leading with a Hook**

A hook is an enticing statement that grabs attention. Your hook can be a question, such as, *"You know how so many business owners waste time and money because they wear too many hats? I'm a virtual assistant that takes those hats so business people can focus on what they do best...make money."*

Or your hook can be a benefit statement, *"I help business owners work less and make more."* Just saying that alone would likely have a business owner asking how you did that.

- **Make sure you practice what you are going to say**
- **Prepare a follow up post** to be published in The Ocean Network Facebook group to follow up with everyone after the event you present at

Avoid

- Speaking too fast
- Using slang, acronyms or highly technical terms
- Going into personal story

