**Talking Logo**

What do you do for a living? It’s a short statement that leaves your listener wanting to know more. What’s in it for them, tell them in a way that matters to them in one or two sentences. Look at your PowerPoint summaries for commonalities.

We, (insert an action verb from summary), (insert target market information), how to (insert solve a problem or meet a need). Leading Results example: “We help small businesses stop wasting money on marketing.”

Write two to three examples to test

1.

2.

3.

Now work on three to four “How do you do that?” answers

1.

2.

3.

4.