

BEING MEMORABLE

You get one shot. Don't plan on another. So here's what you should do:

1. ***Be yourself and have fun.*** Don't segment yourself into the worker person and the real you. The real you will always make a better impression.
2. ***Don't be intimidated.*** The "powerful" big shots crave genuine interaction. They are kissed up to all the time. Treat them as a respected equal, not as a king or queen.
3. ***This is an opportunity, not a moment to be feared.*** Either you're in charge, or the other "guy" is in charge. You decide.
4. ***Be clear about your message.*** What are the two or three points you want the person to learn or remember – not the 20 or 30 points. Test your message with a teenager or a neighbor. Do they get it? Are they "sold"? If not, try again.
5. ***Speak simply and clearly.*** Leave your buzzwords and other jargon at home.
6. ***The messenger is more important than the message.*** Both are crucial, but don't underestimate the power of your personality and your delivery. It matters more than the content of what you have to say.
7. ***Tell stories – brief stories.*** People are moved by stories and the emotion behind them more than they are by data.
8. ***A professional encounter is usually a brief discussion, not a seminar or lecture.*** A typical professional meeting runs about 15 minutes – or less. You have about 3 minutes to make your point so that your counterpart can ask questions and initiate a discussion.
9. ***Anticipate tough questions and practice the answers.*** You should almost never be caught off guard or surprised. Sometimes the hardest question is "how can I help." Know what you want them to do. Be prepared to make a plan and agree on next steps.
10. ***Your meeting will rarely follow the script you envision beforehand.*** Read the room. Read your audience. Be prepared for the subject to change, and roll with it if need be. You never know what good things might come from your flexibility.

Remember, be yourself and have fun!