

#1 What do you do? 15 second intro (30 words max)

Job Seeker	Business Owner
Hi, I'm ____ [Name] _____	Hi, I'm ____ [Name] _____ with ____ [company] _____.
I help ____ [type of people or organizations] _____	I help ____ [ideal client] _____
who want to ____ [achieve Juicy benefit #1 ____ and Juicy benefit #2 ____.]	who want to ____ [achieve Juicy benefit #1 ____ and Juicy benefit #2 ____.]

Principle:

Who do you solve problems for, and the problems you solve. But not HOW you solve them.