

Orion and Oxford Chamber Members --- ONE MINUTE MEET & GREET At the Joint Membership Luncheon in August at Boulder Pointe Golf Club and Banquet Center

Okay, here it comes – your ‘one minute of fame’ (well at least *this* one minute of fame)!

At the August Membership Luncheon on August 23rd, we will join with the Orion Chamber of Commerce members and all will be encouraged to give us their “one-minute commercial”! This event is a great way to let others attending the meeting know exactly what it is that you do.

Stand up and strut your stuff. Tell us what you are all about. This little exercise is a very valuable tool. How many of us search out networking opportunities? Most of us. How many times have you left a networking event and felt you didn’t quite get your point across to anyone you spoke to? That happens more often than we would like to admit. So by encouraging you to take the time to develop a “One Minute Commercial” we hope you will utilize it at gatherings for years to come.

We realize that for many of us, it is no problem to stand up and talk about our business for one minute, or even one hour. However, there are some that have difficulty addressing a group. One-on-one, you can present your company and services clearly, confidently and successfully. But standing up in front of even 5 people can have your knees shaking! If this sounds familiar, don’t worry; you don’t *have* to give a commercial. But, take time to prepare a ‘commercial’, you will be amazed at how many times you will fall back on it during one-on-one conversations. Then come and enjoy hearing about the many and diverse businesses we have in our community. Who knows you may just find the courage to experience the joy of public speaking!

Here are some tips on creating an effective ‘One Minute Commercial’

Step 1. Review:

- A. List what it is that your business actually provides? Produces? Sells?
- B. List three things you would like to share about your businesses..
- C. List three reasons a prospective customer should choose you over your competitor.

Step 2. Write:

- A. Develop a single sentence that conveys what your company actually does.
- B. Write down some details. (Who, What, Where, When, Why)
- C Write out a story/script.

Step 3. Rehearse:

- A. Practice reading your script out loud. Time yourself.

- B. Get it down to 60 seconds.
- C. Try out your "commercial" on friends and family. As suggestions.
- D. The more you practice, the more confident and professional you will appear.

Don't miss this opportunity!! All Chamber Members attending the August 23rd Membership Luncheon will be given the *opportunity* to stand up and deliver a 'One Minute' commercial about themselves and their businesses!

You've got more than month to prepare! To keep the meeting from running over (too long) each speaker will be held to their allotted 'one minute' Make the most of your 'ONE Minute'!

It isn't mandatory to participate you can come just to hear about all the wonderful and diverse business right here in our own back yard!

~a special thank you to Donna Heyniger of the Orion Chamber of Commerce for putting this together