

# Symbiosis Enterprises

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When someone asks you,

***“What you do”?***

How do you answer?



## What do you do?

If you are like most people, you will say something like, “I am a lawyer” (Chief Financial Officer, software engineer, truck driver, shipping clerk, etc.). Since most people have a pretty good idea what these generic job descriptions involve, the conversation grinds to a screeching halt.

A **conversation**, which is the foundation of the finest marketing tool in the world, just whimpered off into oblivion.

**Conversation** is the basis of **word of mouth advertising**.

Word of mouth advertising is the **most effective** form of advertising.

Ergo, doesn't it make sense to answer the question 'what do you do' in a way that **creates word of mouth advertising for your business?**



**Everyone in a business should be proud to tell others about their business.**

From the CEO to the night janitor, everyone should be able to give a verbal advertisement for their business in just a minute or so.

Creating a “verbal business card” involves seven steps.

The first three are the most important because these identify whether the person is a viable candidate for whatever your business offers.

The last four set the stage for creating word of mouth advertising.



## **Step #1: Who is your target market?**

Do you sell only to corporations?

Do you prefer large corporations or small ones?

Are your customers only in one industry, or in any industry?

Are you local, national, or international?

Is your target market consumers?

Are they teenagers, stamp collectors, male or female, middle aged, wear reading glasses, retired, mechanics, married, have a chronic illness, divorced, newly weds, home owners, ...?

Who are they?

How do you know when you have found someone in your target market?

**Question 1:** Describe your target market.

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## Step #2: What problem does your business fix for your target market?

Identifying a problem that is typically associated with your target market is very important. Without a problem, your business has no solution. Without a solution, you have no business.

Mechanics fix broken cars. If your car is not broken, you don't need a mechanic.

Dentists fix teeth. If you have perfect teeth, you don't need a dentist.

Divorce attorneys dissolve bad marriages. If you have a happy marriage, you don't need a divorce attorney.

**Question 2:** Describe the problem your target market has, which your business fixes. \_\_\_\_\_



## Step #3: How does your business uniquely fix the problem?

A broken car may be the problem but getting a stranded motorist back on the road quickly and cost effectively is the solution.

Dentists fix teeth to prevent even greater pain in the future. One dentist may put a cap on a rotten tooth. Another dentist may pull the rotten tooth.

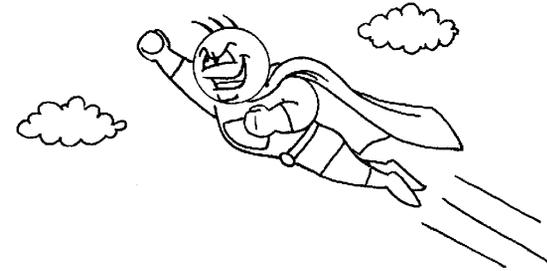
A Rollex salesman does not sell a Rollex so a person will know what time it is. A Rollex salesman fixes the problem of letting others know that a person is very successful.

**Question 3:** Describe how your business fixes the problem.

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Note: How your business fixes the problem should be unique. As you look at your answer above, ask yourself, “How many of my competitors can answer that question exactly the same way?” Perhaps a mechanic may offer free loaner cars for any repair that takes longer than one day. A dentist may have a proprietary tooth filling that causes a rotten tooth to grow back to the original. What can you say about how you fix the problem that nobody else can say?

# Practice Practice Practice



The answers to these first three steps should be practiced by everyone in your organization.

Refine, condense, and smooth out the first three steps so that everyone in your business can easily explain them in thirty seconds or less.

The night janitor, the fork lift driver, and the IT techie should be able to give a **business promoting answer** to the question “What do you do”?

If your “verbal business card takes even one full minute, few people will be able to remember enough of it to transition into word of mouth advertising.

Listen to this thirty second audio example by a person whose business is creating verbal business cards.

<http://www.symbiosis4u.us/MP3/ElevatorSpeech.mp3>

Here is the **ten second** answer that I developed for Symbiosis Enterprises.

Suppose I meet John while waiting to be seated for lunch at a restaurant near a large industrial complex.

We will have at least one minute, but probably less than ten minutes, for a conversation.

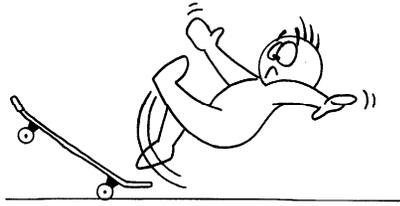
Me, “Hi John, I see by your name tag that you work for XYZ Corporation. What do you do?”



John, “I am the engineering manager for our thermal probe division. What do you do?”

The ten second answer ...

Me, “Because **most people** feel they are **overtaxed and time starved**, I teach people how to create a tax advantaged secondary income stream by **leveraging money and time** they are already spending.”



## As easily as falling off a skateboard, I have answered the first three elements of “What do you do?”

First, I have identified my **target audience = most people.**

Second, I have identified a **problem = *people feeling overtaxed and time starved.***

Third, I have introduced a **solution = creating a tax advantaged secondary income stream using money and time that people are already spending.**

I used to say, “I own an independent marketing agency representing over 500 companies”. See the difference?

## Is John in my target market?

If John does not feel overtaxed and time starved, then he is NOT part of my target market.

If this is the case, then he will give a perfunctory “That’s interesting” and change the subject to the weather, sports, or something banal.

However if John senses that “overtaxed and time starved” could possibly describe him, then he will want more information.

The next four steps transition an initial qualifying “verbal business card” into a potential cascade of free advertising. As you formulate answers to the next four steps, your objective should be to make the statements easy enough so any person who hears them, regardless of whether they are part of your target market, will be able to share those answers with someone who IS in your target market.

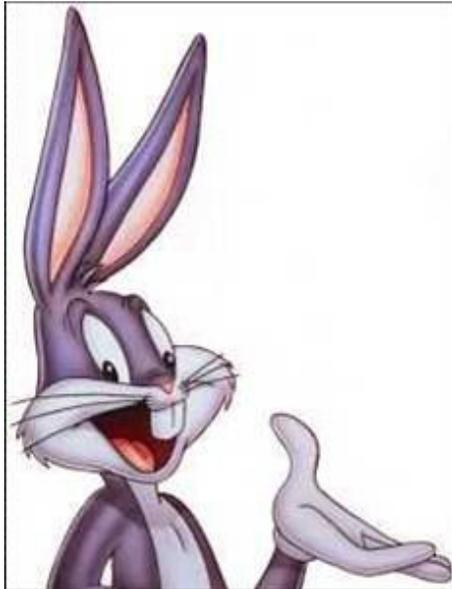
**When people tell other people about what you do, then you have initiated the most powerful advertising form in the world.**



Caveat: The first three questions find out if John is part of the target market and understands the problem.

The potential for “creating word of mouth advertising” can only happen AFTER John asks for more information.

Progressing onto the next four questions should only happen AFTER John responds favorably to how you answer “What do you do?”



For example, suppose John asks a question like this one?

John, “How does that work?”

## Step #4: Expand how your business' solution works?

Me, "When you buy something in a store, does the store makes a profit?"

John, "Of course."

Me, "Were you aware that if you made the same purchase from the same store online that the store would make an even greater profit?"

John, "Yes, because selling online has a much lower overhead."

Me, "Then would it make sense for the stores to take some of that extra profit from your online purchase and return it to you as an incentive to continue shopping from them online?"

**Question #4.** Describe the exact mechanism that allows your business to solve the problem. \_\_\_\_\_



## Step #5: What is unique, or novel, about your business?

What would someone unacquainted with your field of work find interesting?

John, “Is this some kind of MLM or ‘pyramid’?”

Me, “Good question. Most companies in this industry do use multi-level marketing. Do you know the difference between multi-level marketing, and “team building”?”

John shakes his head “No”.

Me, “MLM is called a pyramid because if each person introduces two more every day, in 6 weeks, the whole world would be involved ... saturation. My business adds people to the business organization in a line, like a totem pole? How long would saturate take with one by one linear growth?”

John, “Why that is how every business grows. Not even Wal-Mart can saturate the planet using linear growth.”

Me, “That’s correct, even Mickey Mouse could see that.”

John, “Mickey Mouse?”



Me, “Yes, Mickey Mouse, or actually the Disney Corporation, was one of the “founders” of this type of marketing. Have you read the book “Who Moved My Cheese”?”



John, “Yes, I found it quite entertaining.”

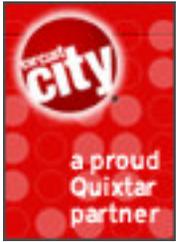
Me, “I like to say the Mickey Mouse could smell where the cheese was moving. Do you think the Disney lawyers went through this business model with a fine tooth comb to make sure it was moral, ethical, and legal?”

John, “If they didn’t they should be fired.”

Me, “They did, and so did hundreds of other companies.”

**Question #5. Are there untrue illusions about your business? What is a little know fact about your business, or industry?**

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# Step #6: Why should you be believed?

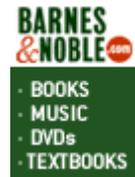
John, "Sounds like a good idea to me, if it works."



Me, "Well it must be working quite well since thousands of companies, even well know companies like Sprint, Office Depot, IBM, Amazon, Kragen Auto, Dell Computer, Fuller Brush, Hickory Farms, Tupperware, Circuit City, and Barnes and Noble use this kind of marketing. The co-op for which I market has over 500 companies which guarantees a return of 100% of the retail profit, and up to 25% of the wholesale profit, in the form of CASH, paid directly to the person who made the online purchases. I simply organize shoppers into shopping co-ops, the counterpart of the co-op of stores, so more shoppers make more money, sooner."



John, "Hmmm?"



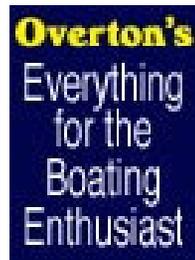


“Hmmm” means John is struggling to digest what he has heard.

After less than two minutes of conversation, John knows enough about my business to be able to recommend an overtaxed and time starved friend to take a good look at what I have to offer.

He probably knows enough to be able to start some free word of mouth advertising.

**Question #6.** What is the basis for your credibility? Who, or what, is your “poster child” or Mickey Mouse? Provide a case study or illustration of potential benefit.



# The verbal business card has worked.

John is beginning to see how this co-op of 500 stores just might fix his overtaxed and time starved problem, or .

As I wait quietly, John begins nodding his head and smiling, indicating that he is part of my target market .. OR he understands enough to be able to tell another person.



Unfortunately, the hostess just informed John that his table is ready.

I still have one more step in my “verbal business card”.

## **Step #7: Exchange business cards and set an appointment for a follow up.**

Me, “John, would you like me to email you some information for you to review at your convenience? ”

John, “Yes, I like that idea. Here’s my business card.”

Me, “And here’s my card. I will call you in two days to see how you are doing. Would it be better to call your office number, your cell phone number, or your home?”

John, “Hmmm. I guess calling me at work around 1 pm would be best. I am usually in my office at that time and rarely have any interruptions.”

Me, “Then I’ll call you in a couple of days. Enjoy your lunch.”

Note: Going through the steps of creating a verbal business card might seem tedious, but once you develop it, you will find it quite easy and natural. So write it down, and practice saying it today!



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