



100 WAYS TO
TELL PEOPLE
WHAT YOU DO
FOR A LIVING

LET'S USE WEDDING PHOTOGRAPHER AS AN EXAMPLE MISSION STATEMENT

LOOK AT YOUR JOB DESCRIPTION AND
UNDERSTAND YOUR MISSION STATEMENT:

- WHAT DO YOU DO FOR YOUR CLIENTS?
- WHO ARE YOUR CLIENTS?
- HOW DO YOU HELP THEM?
- WHAT DOES YOUR CLIENT GET BY CHOOSING YOU?



FILL IN THE BLANK

I (verb) (customer) to (how you create value to that customer) so that (happy ending: the reason why that customer comes to you and not your competition).

Look at your job description and understand your mission statement:

- What do you do for your clients?
- Who are your clients?
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- What does your client get by choosing you?

I (verb) (customer) to (how you create value to that customer) so that (happy ending: the reason why that customer comes to you and not your competition).

For example, a wedding photographer could answer:

- What do you do for your clients? Create memories
- Who are your clients? Couples that get married
- How do you help them? remember for the rest of their life
- What does your client get by choosing you? they can re-live their wedding day as many times they want in the future

I create memories for couples to remember for the rest of their life so that they can re-live their wedding day as many times they want in the future.

So, if you're a wedding photographer, this would sound:

I create memories for couples to remember for the rest of their life so that they can re-live their wedding day as many times they want in the future.

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DAILY WORK INTERACTIONS

- 🐱 IN YOUR EMAIL SIGNATURE
- 🐱 WHEN INTRODUCING YOURSELF IN MEETINGS
- 🐱 ON YOUR LINKEDIN HEADLINE & ABOUT SECTION
- 🐱 DURING PERFORMANCE REVIEWS
- 🐱 IN YOUR INTERNAL MESSAGING APP (E.G., SLACK, TEAMS)
- 🐱 BIO
- 🐱 IN TEAM MEETINGS WHEN DISCUSSING YOUR ROLE
- 🐱 WHEN PRESENTING A PROJECT UPDATE
- 🐱 ON YOUR BUSINESS CARDS
- 🐱 IN CASUAL CONVERSATIONS WITH COLLEAGUES
- 🐱 IN YOUR VOICEMAIL GREETING

NETWORKING & EVENTS

- 🐱 WHEN INTRODUCING YOURSELF AT CONFERENCES
- 🐱 IN NETWORKING EVENTS WHEN MEETING NEW PEOPLE
- 🐱 IN PROFESSIONAL ASSOCIATION MEETINGS
- 🐱 WHEN MEETING SOMEONE AT A BUSINESS BREAKFAST/LUNCH
- 🐱 IN ONLINE NETWORKING GROUPS (LINKEDIN, INDUSTRY FORUMS)
- 🐱 WHEN GIVING YOUR ELEVATOR PITCH
- 🐱 WHEN ASKED, "WHAT DO YOU DO?"
- 🐱 IN MASTERMIND GROUPS
- 🐱 IN A CAREER FAIR OR INDUSTRY EXPO
- 🐱 WHEN CONNECTING WITH SOMEONE AFTER A SEMINAR

INTERNAL WORKPLACE SITUATIONS

- 🐱 WHEN ONBOARDING AS A NEW EMPLOYEE
- 🐱 WHEN WELCOMING A NEW COLLEAGUE
- 🐱 DURING CROSS-DEPARTMENT MEETINGS
- 🐱 IN ONE-ON-ONE MEETINGS WITH YOUR MANAGER
- 🐱 IN INTERNAL KNOWLEDGE-SHARING SESSIONS
- 🐱 WHEN ASKED TO INTRODUCE YOURSELF TO A NEW HIRE
- 🐱 WHEN ASSIGNED TO A NEW PROJECT TEAM
- 🐱 IN TOWN HALL MEETINGS
- 🐱 WHEN WORKING WITH A NEW DEPARTMENT
- 🐱 DURING AN INTERNAL JOB SHADOWING OPPORTUNITY

ONLINE & SOCIAL PRESENCE

- 🐱🐱 IN YOUR LINKEDIN SUMMARY
- 🐱 WHEN COMMENTING ON INDUSTRY POSTS ONLINE
- 🐱 IN YOUR TWITTER/X BIO
- 🐱 ON YOUR PERSONAL WEBSITE OR PORTFOLIO
- 🐱 IN A PINNED POST ON LINKEDIN OR TWITTER/X
- 🐱 IN AN "ABOUT ME" SECTION OF A BLOG OR WEBSITE
- 🐱 IN A PODCAST GUEST BIO
- 🐱 WHEN CREATING CONTENT FOR SOCIAL MEDIA
- 🐱 IN YOUR MEDIUM OR SUBSTACK BIO
- 🐱 WHEN ENGAGING IN PROFESSIONAL FACEBOOK OR LINKEDIN GROUPS

CLIENT & VENDOR INTERACTIONS

- 🐱 WHEN INTRODUCING YOURSELF TO A NEW CLIENT
- 🐱 IN THE OPENING OF A CLIENT PRESENTATION
- 🐱 ON A PROPOSAL OR PITCH DECK
- 🐱 WHEN RESPONDING TO A CLIENT EMAIL
- 🐱 IN A CLIENT ONBOARDING DOCUMENT
- 🐱 WHEN ASKED ABOUT YOUR ROLE BY A VENDOR OR SUPPLIER
- 🐱 IN CUSTOMER-FACING COMMUNICATIONS
- 🐱 WHEN WRITING A CLIENT CASE STUDY
- 🐱 IN A FOLLOW-UP EMAIL AFTER A CLIENT MEETING
- 🐱 WHEN MAKING A COLD OUTREACH TO A PROSPECT

SPEAKING ENGAGEMENTS & PUBLIC APPEARANCES

- 🐱 WHEN BEING INTRODUCED BEFORE SPEAKING ON A PANEL
- 🐱 WHEN DELIVERING A KEYNOTE OR WORKSHOP
- 🐱 IN YOUR BIO FOR A SPEAKING ENGAGEMENT
- 🐱 ON A SLIDE IN YOUR PRESENTATION DECK
- 🐱 WHEN WRITING A GUEST ARTICLE FOR AN INDUSTRY PUBLICATION
- 🐱 WHEN FEATURING AS A GUEST ON A PODCAST
- 🐱 WHEN PARTICIPATING IN A ROUNDTABLE DISCUSSION
- 🐱 IN YOUR WEBINAR REGISTRATION PAGE BIO
- 🐱 WHEN INTRODUCING YOURSELF IN A LIVE Q&A SESSION
- 🐱 IN YOUR PROFILE FOR A GUEST BLOG POST

PERSONAL & CAREER GROWTH

- 🦊 WHEN UPDATING YOUR RESUME OR CV
- 🦊 IN A JOB INTERVIEW WHEN ASKED, "TELL ME ABOUT YOURSELF"
- 🦊 WHEN NEGOTIATING A RAISE OR PROMOTION
- 🦊 WHEN ASKING FOR A RECOMMENDATION ON LINKEDIN
- 🦊 WHEN DISCUSSING CAREER GOALS WITH A MENTOR
- 🦊 IN A PERSONAL BRANDING WORKSHOP
- 🦊 WHEN SHARING YOUR CAREER JOURNEY WITH JUNIOR COLLEAGUES
- 🦊 WHEN APPLYING FOR AN INTERNAL JOB TRANSFER
- 🦊 WHEN MENTORING SOMEONE
- 🦊 WHEN REFLECTING ON YOUR CAREER PROGRESS

FRIENDS, FAMILY & PERSONAL NETWORK

- 🦊 WHEN EXPLAINING YOUR JOB TO FAMILY MEMBERS
- 🦊 WHEN CATCHING UP WITH OLD FRIENDS
- 🦊 WHEN MEETING YOUR PARTNER'S COLLEAGUES OR FRIENDS
- 🦊 WHEN TALKING TO NEIGHBORS OR ACQUAINTANCES
- 🦊 WHEN SHARING CAREER UPDATES AT A SOCIAL GATHERING
- 🦊 IN HOLIDAY OR REUNION CONVERSATIONS
- 🦊 WHEN INTRODUCING YOURSELF IN A COMMUNITY GROUP
- 🦊 WHEN NETWORKING AT A CASUAL SOCIAL EVENT
- 🦊 WHEN DISCUSSING CAREER CHANGES WITH LOVED ONES
- 🦊 WHEN RECONNECTING WITH FORMER CLASSMATES



ABOUT THE AUTHOR

Hi I'm Delia Fox 🦊 and I help professionals succeed through their reputation, to gain more recognition, authority, and value in their roles.

I've been in your shoes - struggling to prove my value at work.

By applying the exact exercises I now teach, I transformed my reputation and earned a promotion in under a month.

My clients have done the same, seeing quick, tangible results by following these proven strategies.

- Gained recognition
- Quick career Advancement
- Achieved real, proven results.