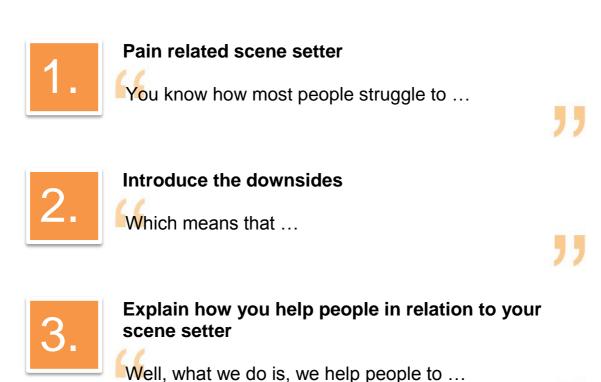


"So ... what do you do then ...?"

Getting your elevator pitch right is crucial in creating opportunity. Yet still, most people mess it up and fail to realise the opportunities that they bump in to on a daily basis.

Here's our 4 stage process to introduce yourself:



Finish with the upshots
Which means that ...