

# 7 Second Sound Bite Creation

## Step 1. “Who am I?”

How would you like to describe yourself to a new contact? In your introduction, you can mention a **profession, a role, a skill**. Here are three examples:

- I’m a monitoring & evaluation specialist.
- I’m a project manager.
- I’m a writer.

## Step 2. “Who do I work with, or want to work with?”

**What kinds of organizations or people do you help or work with?** For example:

- Maternal health projects.
- Cross-cultural project teams.
- Microfinance organizations.

## Step 3. “How do I help these organizations or people?”

You can also look at it as, “**What problem do I help them solve?**

**What solution do I offer?”** For example:

- I use data to improve outcomes for women.
- I work effectively with others to complete projects on time and budget.
- I tell the story of how an organization’s work impacts the well-being of families in developing countries.



# 7 Second Sound Bite Creation

## Step 4. Pulling it all together. Your 7 Second Sound Bite

- I'm a monitoring and evaluation specialist who helps maternal health projects use data to improve outcomes for women.
- I'm a project manager who helps cross-cultural project teams complete projects on time and budget.
- I'm a strong communicator who helps microfinance organizations tell the story of how their work impacts the well-being of families in developing countries.

