

Creating Memorable Introductions and Issues

In Allan Dib's book *The 1-Page Marketing Plan*, there's a great formula for introducing yourself when someone asks, **"What do you do for work?"**

You reply with:

Example

For example, if you were an electrician, you could say:

Problem

"You know how... [talk about the PROBLEM you solve]?"

"You know how there's that one light in your house that doesn't work or needs to be replaced?"

Solution

"Well, what we do is... [talk about your SOLUTION]."

"Well, I'm an electrician, and I help homeowners get that old light fixed or a new light installed."

Story

"In fact, [tell a short STORY about solving the problem to show proof]."

"Just last week, I replaced 8 light fixtures in a customer's downstairs. The wife loved the new look, and the husband loved that it didn't take him two weekends and five trips to Home Depot to get it done."

The introduction works because it makes your job immediately relevant to the listener. They hear the common problem, which makes them want to know your solution. Then, you wrap it up with a quick story to make it stick in their memory.

In 60 seconds, the listener hears what you do and why it matters, and can have a deeper conversation about your work.



The Bottom Line

Use the Problem + Solution + Story to create a memorable way to discuss your work. When talking about issues, modify the framework and use voter stories to make issues more relatable and relevant to your audience.

Creating Memorable Issues

This framework isn't just for introductions—it works when you need to create answers to questions or discuss complex issues on the campaign trail.

For example, a voter may tell you how much grocery prices have made them cut back and how they stopped going out to eat. Now they only go out for special occasions, like one of their kids' birthdays.

This short conversation becomes a relatable story about the effects of inflation on families or small businesses.

Example: Inflation

You can adjust the formula to talk about inflation.

Problem

Everyone is feeling the squeeze of inflation. Families have been doing their best to deal with the cost of groceries.

Story

Last week, while going door to door, I talked with a mom with three kids. She told me how they have completely cut out going out to eat because of the cost of groceries. Now, they only go out to eat for the kids' birthdays, and even then, they wait for the restaurant to run a special.

Solution

We can all relate to this. We've all had to make changes because the same two bags of groceries cost 40% more than a few years ago. When I'm elected ...[Your Solution]

Example: Small Businesses

Or adjust the formula to talk about the effect of inflation on small businesses

Story

Last week, while going door to door, I talked with a mom with three kids. She told me how they have completely cut out going out to eat because of the cost of groceries. Now, they only go out to eat for the kids' birthdays.

Problem

I've thought about that family a lot, not only about what inflation means to them but also about what it means locally. Think about the local restaurants on Main Street with fewer customers. Their servers work fewer hours and earn less for their families.

Solution

It's all because the same two bags of groceries cost 40% more than a few years ago. When I'm elected ... [Your policy Solution]

How to Use It

When you go door to door, listen for stories from voters that resonate with you. When you hear one, after you leave the door, record a voice memo with your smartphone retelling the story. At the end of a week, you'll have enough anecdotes and short stories from real people to make any policy or issue more relatable.