

Winning Edge #33 – Creating memorable introductions and issues



This is Trevor Bragdon with Commonwealth Partners' *The Winning Edge*: Tips to help conservatives persuade and win.

In 2018, the marketer Allan Dib wrote the book, *The 1-Page Marketing Plan*. It's a great book, and one thing readers found most helpful was a small section about how to introduce yourself at a work event. Dib's simple formula was this:

When someone asks, "What do you do for work?", You reply with, "You know how [talk about the PROBLEM you solve]? Well, what we do is [your SOLUTION]. In fact, [proof - tell a short STORY about solving the problem]."

For example, if you were an electrician, you could say, "You know how there's that one light in your house that doesn't work or needs to be replaced? Well, I'm an electrician, and I help homeowners get that old light fixed or a new light installed. 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, 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 then you can have a deeper conversation about your work.

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

For example, you may talk with a voter who tells you how much grocery prices have made them cut back and how they stopped going out to eat and how her family now goes out only for special occasions like one of their kids' birthdays.

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

You can take the Problem + Solution + Story formula and adjust it to talk about inflation.

Inflation: Problem + Story + Solution Example:

- *Everyone is feeling the squeeze of inflation. Families have been doing the best they can to deal with the cost of groceries. It's not working. Last week, going door to door, I talked with a mom with three kids, and 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 go on the night the restaurants run specials. 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]*

Or use the story to talk about the effects of inflation on small businesses.

Small Businesses: Story + Problem + Solution Example

- *[Tell the story about mom and three kids] I've thought about that family a lot. What inflation means to them but also what it means locally. Think about the local restaurants on Main Street with fewer customers. Their servers get fewer hours and earn less for their families. 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]*

The formula works because stories stick, and specifics sell. The story makes your audience think about the cuts they've made because of inflation and takes abstract information and makes it personal.

How to use this: 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. Add in any specifics or details that stand out to you. 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.

Source: Dib, Allan. The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd (p. 54). Successwise. Kindle Edition