



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

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SOUNDBITES FOR SUCCESS

According to Wikipedia

A SOUNDBITE IS...

In film and broadcasting, a sound bite is a very short piece of a speech taken from a longer speech or an interview in which someone with authority or the average “man on the street” says something which is considered by those who edit the speech or interview to be the most important point. It is often abbreviated with SOT.

Before the actual term “sound bite” had been coined, Mark Twain described the concept as “a minimum of sound to a maximum of sense.” It is characterized by a short phrase or sentence that deftly captures the essence of what the speaker is trying to say. Such key moments in dialogue (or monologue) stand out better in the audience’s memory and thus become the “taste” that best represents the entire “meal” of the larger message or conversation.

EXAMPLES:

I help/teach/mentor/inspire {ideal client} to do {action}, {action}, {action} in/with {my signature approach} so they get {these results} in their life.

Did you realize (this shocking statistic)?

I am committed to (solving/supporting/challenging this statistic) in these three ways 1./2./3.

A SOUNDBITE IS LESS THAN: 15 SECONDS LONG!

- Establish your expertise.
- Highlight your key points.
- Demonstrate your mission/purpose in a tangible way.