

"The Language of Leadership is authentic action."

Fran Zone

creator of
The Zone Method™



"What Do You Do?"

The most-asked question in the business world today is probably: **What do you do?** How you answer that question can provide the jump start for a **stellarBeginning™** that changes the direction of your life.

This question is an invitation to tell your story in a compelling and memorable way that makes the listener want to know more about you. It's also a question that most of us get at least once a week – so you will have many opportunities to get really good at providing a response that **opens doors for you.**

Even if you like the room you're in – it's always nice to have doors open in places you never thought you'd be welcome – just by being **you smartly**. The Zoned know that the most **spectacular** part of being **you** is **not what you do** – but **how** you do it and **why** you do it.

To create your best reply for what **YOU do**:

- **Identify the successes in your resume.**
- **Envision what you'd like to do more of.**
- **Understand what people count on you for.**

Now that you're on track, get rid of old habits that sabotage you:

- **Don't be literal. You are more than your job title.**
- **Don't be negative.** Negative beginnings end quickly.
- **Don't try to SELL yourself.** You don't know what they're buying.

Here's how it works: When asked the magic "**what do you do**" question, a colleague used to answer literally, telling people she was a "**marketing executive for cable television**." People who weren't in the cable industry tuned her out, which limited her potential for **stellarBeginnings™**. When she considered expanding into new fields, we **reviewed her resume** and **identified the successes she enjoyed the most**. A clear pattern emerged: her **greatest success** was her **ability to launch** three successful cable networks, something the industry **counted on her** to do. With that insight, we were ready to craft a compelling response that **opened the door** for her segue into environmental marketing:

"I launch ideas whose time has come."

So – **what do you do??**

A handwritten signature of the name "Fran Zone".

Create your own **stellarBeginnings*** with The Zoned!

Fran's **stellarStarters** are free, thought-provoking and read every Monday by top Fortune leaders.
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