

# “What Do You Do?”

**This is a question you get every day.  
How you answer it could change your life.**

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**.



**Fran Zone**, creator of  
The Zone Method™

## 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.

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.

## 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??**

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