key takeaways

Did you find your three words?

Your brand is built through every touchpoint – what you say, how you say it, and even how you show up.
Less than 15% of people have a clearly defined personal brand – are you one of them?

Remember your **three words** – how do they reflect who you are, what you do, and the value you bring to your business or the business you work for? Your brand can shape how people perceive you, long after the handshake.

Don't forget your elevator pitch:

- The first floor is quick and punchy.
- The penthouse is polished and purposeful.

Build relationships – not just contacts. It starts with asking better questions:

1. Simple: What brings you here tonight?
2. Intermediate: What do you love most about your work?
3. Expert: Who in business has most influenced your career? (Holly's hot question!)

And finally – **close the loop.** Be memorable for the right reasons. A thoughtful follow-up, a shared resource, or even a quick thank-you message can go a long way.

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