



**VIRTUAL**  
INGENUITY, LLC

## **Your 30-Second Message to Spark Conversations within Your Business**

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### Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Laura Templeton, founder of 30 Second Success, embark on an engaging journey into the realm of effective communication, where we delve into the significance of clarity and brevity when sparking conversations within your business. Discover the secrets to crafting a compelling 30-second message tailored to ignite dialogue, and explore strategies to extend the conversation and foster deeper engagement after delivering your concise pitch.

Laura Templeton is a renowned entrepreneur and the driving force behind 30 Second Success. With a diverse background as a connector, speaker, author, and client attraction specialist, Laura has honed her skills over the years to become an expert in the art of effective communication. Her passion lies in helping individuals and businesses create clear and confident messages that resonate with their ideal clients.

With over 15 years of experience in sales training, personal development, coaching, and networking, Laura has a deep understanding of the power of building relationships through communication. This insight led her to establish 30 Second Success, a platform that empowers individuals to create compelling messages that connect with their target audience.

Through her programs and direct coaching, Laura guides her clients in "Ditching the Pitch" and embracing authentic connections. By understanding the unique needs and aspirations of her clients, she helps them craft powerful branded messages that drive tangible results.

Join us on this podcast as we delve into the world of effective communication and learn valuable insights from Laura Templeton and her transformative work with 30 Second Success.

Listen as we discuss:

- The importance of being clear and concise with your 30-second message when sparking conversations within your business.

- How to effectively highlight the benefits of your business in your 30-second message.
- Examples of attention-grabbing hooks to use to start your 30-second message.
- How to customize your 30-second message for different audiences within your business.
- Effective strategies for practicing and refining the delivery of your 30-second message.
- What to do after delivering your 30-second message to initiate further conversation and engagement.

We close by asking Laura if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she wished someone had given her when starting her business.

Learn more about 30 Second Success:

- Website: <https://30secondsuccess.com>
- LinkedIn: <https://www.linkedin.com/in/30secondsuccess/>
- Facebook: <https://www.facebook.com/30SecondSuccess/>
- YouTube: <https://youtube.com/@30secondsuccess>
- Twitter: <https://twitter.com/30SecondSuccess>

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- Apple Podcast: <https://podcasts.apple.com/us/podcast/the-virtual-ingenuity-business-podcast/id1644909518>
- Spotify: <https://open.spotify.com/show/43s0aubuQOxnjXoqqAnjlp>

Be sure to visit Virtual Ingenuity, LLC at: <https://virtualingenuityllc.com>

**Virtual Ingenuity, LLC provides optimized marketing, brand consulting, and strategic planning to boost your company's visibility, productivity, and growth.**

Thank you for listening. Let's impact together!

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