

5 formulas for a high impact introduction

A great introduction can be the difference between someone saying "nice to meet you" and someone saying "tell me more" - it's what turns a moment into a conversation.

Rebecca Okamoto's TED Talk shares five simple formulas for how to introduce yourself with impact in under 20 words. Try spotting the situations where you need to introduce yourself or your work quickly, then choose the formula best suited to that moment.



Deeper Dive

Five introduction formulas



Benefit introduction

"I help (who) achieve (what)."

Breakthrough introduction

"I help (who) achieve (what) without (common frustration)."

Passion introduction

"I'm passionate about (what) to achieve (what your audience values)."

Strength introduction

"I'm known for (strength) to achieve (outcome)."

Mission introduction

"I'm on a mission to (what you're working towards), to achieve (what your audience values)."

Try our custom GPT

It helps you practice different ways of introducing yourself using the five formulas. Use it to generate ideas, compare options, and turn the introductions into your own words.



Impactful Introductions

By community builder 

I'm here to help you create a clear, confident introduction you can use in real life. I'll ask you five quick questions, one at a time. Then I'll create five short introductions based on Rebecca Okamoto's TED Talk approach.