

Making the Most of Those Magic Moments



As advocates we are sometimes hit with those golden opportunities where we are in front of the right person, at the right time, with a short window to make a point before they move on. It might be a chance run in with the Governor, or possibly a moment at the airline counter with a senator or agency head. Whatever it is, if we are not prepared to take the fullest advantage, the opportunity can be lost forever. That is why we call them “magic moments”. Are you ready?

Introduce yourself:
Take their hand and introduce yourself while maintaining complete eye contact. Tell who you are in one to two sentences and in less than 15 seconds.
Hello
I am
And I
Make your Point:
Let go of their hand, but NEVER shift your eyes from theirs. Plan ahead what your main point should be in 20 seconds or less. Remember, you only have ONE minute, and you cannot save the world in a minute.
I just want to share with you that
I can tell you from experience
We are not alone. This potentially impacts
Closing the Conversation:
You have ten seconds to close, say goodbye, and tell them you will be in contact with them again for a more detailed discussion about the issue and the impact it has on families like yours. Now breathe deeply, smile, look into their eyes, extend your hand, and WALK AWAY!
Thank you for your time.
Again, this issue and its impact is
Who in your office should I contact for a follow up discussion?