Content adapted from, ***The Irresistible Consultant’s Guide to Winning Clients***, by David A. Fields

Attracting employers or clients is like fishing, not hunting. We want to hook them, not shoot them.

Your Fishing Line is a **10-15 word** statement that precisely describes: 1) your narrow target - whom you work with when you are providing value and, 2) the tightly defined issue you are helping them solve (or aspiration you are helping them achieve).

**It is NOT**:

* An Elevator Pitch – pitching is talking at someone with the message, “Please give me what I want. Then you will benefit.”
* About me – my title, a summary of my expertise, all of the *things* I can do

**It is**:

* About the other person and their needs
* Quickly allows the other person to self-select as a customer or employer
  + “That’s me! I need your help!”
* Easy for you to remember
* Easy for the other person to remember
* Easy for the other person to repeat to others correctly
* A conversation starter, as in, “That’s interesting. Tell me more.”

**It can**:

* Take a long time to perfect, but when you get it, you’ll know it!
* Evolve over time
* Adjust to your fishing holes

**A strong one**:

* Has a very precise target
* Has a very concrete problem
* Is short

**A weak one**:

* Doesn’t state a concrete problem or target – is too broad, or has too many
* Is too long. The power starts falls off after 15 words – plummets after 20
* Too approach oriented – mentions methods, processes, and/or activities
* Too much justification – “I have experience in yada, yada, yada…

**Sample**:

“I work with inspired community service groups to help them organize their efforts.”