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**Tagline and TMAY (TELL ME ABOUT YOURSELF STATEMENT)**

To expand your personal brand and market yourself with confidence, we will work together to create an engaging tagline and 60-90 second “tell me about yourself” (TMAY) statement. These powerful tools help pique curiosity and inspire others to want to learn more about you.

**Sample taglines** (for quick introductions, business cards, LinkedIn headlines, resumes, etc.)

“I teach people how to network smart.” – Kari Mirabal

“I help companies avoid legal disaster.” – Lawyer

“I shift chaos into clarity to drive project success.” – Project Manager

“I develop software that helps users work efficiently.” – Software Engineer

**TMAY Creation | 5 Essential Components**

1. **THANK** your contact for their time and the opportunity to exchange information.
2. Begin with a **RECAP** statement (include TAG line here). This portion of the TMAY offers a quick summary of where you’ve been professionally and can include some of your top transferable skills.
3. Share a selected **ACHIEVEMENTS** and how this experience helped (or can help) make or save a company $.
4. State your professional **INTENTION** and what interests you most about this new career opportunity. Explain why you would be a great fit (don’t forget to name drop here if applicable).
5. **CLOSE** the TMAY by turning the conversation back over to the other person to begin the interview.

**Sample TMAY (interviews)**

“Before we begin, I’d like to thank you for meeting with me to discuss the \_\_\_\_\_ (title here) role. I’ve enjoyed researching (company X) and I am eager to learn more about the culture here. Your \_\_\_\_ (position title) intrigues me and I believe my experience with \_\_\_\_\_ and \_\_\_\_\_ would help your company \_\_\_\_\_\_\_\_. In short, I (insert tagline here). Along with my education, a few of my top transferable skills include \_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_, and \_\_\_\_\_\_. I am interested in career opportunities that will allow me to leverage my skills to “move the needle” and help a company make $ or save $. After I spoke with \_\_\_\_\_\_ (name drop), I was inspired to apply because this role appeared to be the type of position I’ve been searching for. I look forward to answering your questions.”

**Sample TMAY (networking)**

“My name is \_\_\_\_ and I am here today to meet other professionals in the \_\_\_\_ (industry). My intention is to meet and exchange information with others who have a background in \_\_\_\_\_\_\_ (leadership, Project Management, software development, etc.). I tell people that I have a passion for (insert tagine here). If you have any contacts in your network that you think might help, please point me in the right direction. I believe in the power of networking so I am happy to do the same for you as well.”