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runs the risk of losing their audience's attention.

**Taija Sparkman** • Oct. 11, 2012



Whether you are looking for new clients, investors or networking, there will come a point where you have to answer the question, “What is that you do?” Small business owners need to be ready and able to quickly answer this question or they could run the risk of losing out on a business opportunity.

In a world where everyone is constantly on the go and accessing data through

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sentences: (1) what we do, (2) who we do it to, and (3) why you should care. Sometimes this can be two sentences; sometimes four, but never more than a paragraph.”

Check out Feld's blog, [Feld Thoughts](#), for more insight and business tips.

Technology

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