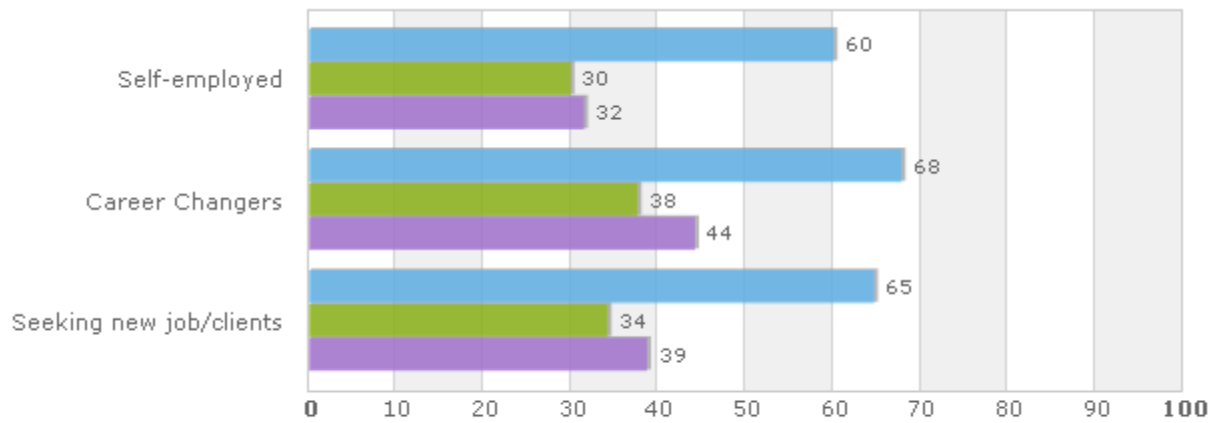


"In a 15secondpitch.com survey, 69% of 2505 professionals said they have trouble explaining what they do, and/or feel uncomfortable pitching themselves."

"Of three groups with a strong need for effective self-promotion, over one-third said they hate going to networking events and/or do not have unique business cards."

— Jim Convery, 15secondpitch.com



● Have trouble explaining what they do ● Hate networking events ● Do not have unique business cards

#### SUMMARY OF RESULTS

Overall results (all 2505 respondents)	Percent*
Trouble explaining what they do	69
Hate going to networking events	24
Don't have business cards that reflect their unique talents	24
Percentage breakdown for the three self-identified groups:	Percent*
People who are self-employed or who own their own business	37
People who are changing careers	18
People who are seeking a new job and/or new clients	34

\*Numbers do not add to 100% because respondents may be in more than one category.

#### METHODOLOGY AND INTERPRETATION

<b>Methodology</b>	2505 responses were collected from online form submissions during unique visits to 15Secondpitch.com between 6/26/06 and 9/12/06.
<b>Interpretation</b>	Respondents identifying themselves as members of three groups with a strong need for self-promotion acknowledged gaps in their mastery of basic skills and tools needed to successfully promote themselves. These findings suggest a need for improvement in the areas of personal messaging, networking skills, and personal marketing materials.

15secondpitch.com provides tools and training to help people market themselves more effectively.