

Elevator Pitch

"An elevator pitch is an overview of an idea for a product, service, or project. The name reflects the fact that an elevator pitch can be delivered in the time span of an elevator ride (for example, thirty seconds and 100-150 words)." - *Wikipedia*

Before you can start constructing and refining your elevator pitch you must have the following information available to you about your business.

- Who is your ideal customer?
- What problem do most of them have?
- What pain(s) does having that problem cause?
- What good does your customer get out of what are you selling? i.e. How does no longer having the pain make them feel? All the ways!
- Why do your customers choose you, and not one of your rivals? All the ways!

Note:- I have used single and double underlining to emphasise the 'ones' and the 'manys'. The 'ones' need to be singular because it is difficult to sell a list! They aren't the only things you can do or people you can sell to, but you have to pick one to start.

Now you can start to construct your 'Elevator Pitch'. In fact I believe you need several elevator pitches: 60 seconds, 30 seconds, 1 breath, 1 word or phrase - all have their place.

Practically you'll have to start long, then distil and refine. You just won't get it right starting short and trying to expand. You'll need to test and measure to see if your messages are coming across, and being received and understood. Get a friend to ask someone what you do!

If you are a regular networker, you may feel the need to vary your pitch so you don't seem repetitive, but this risks confusing your listeners. Getting the one-phrase version right, and then using this every time as an 'Anchor', you become known for that phrase, people aren't confused, and you can safely ring the changes.

One possible template for a longer elevator pitch is:

I work with (ideal customers) who (widely held problem) which means that (widely suffered pain). I help them (pain relief) so that they (life without pain).

An alternative opening might be:

You know how (ideal customers) are always (widely held problem) which means that

Go on! Give it a try. Confidence come from practise, not further study! Use the one-breath version as your intro on cold calls too, for instance.

Both of these ideas steer miles away from "I am (what it says on the second line of my business card). I can do (a list of all the things you ever have or ever might have done)." Followed by the unspoken, "What do you think?" Or more likely, "No, please don't walk away from me. Surely you can't go and find someone more interesting!"

Good luck.

David