



How to craft your elevator speech

WHAT IS AN ELEVATOR SPEECH?

An elevator pitch is basically when someone asks you what you do and you answer in a way that gives them not only a good understanding of what you do but builds interest so that you can further discussion and maybe gain a client. Most people just label themselves ie. I'm a designer, or as in the video, I'm a financial planner. Just answering with a label doesn't really build interest so you should use this 3 part formula to give the best pitch you can.

3 PART FORMULA FOR A SUCCESSFUL ELEVATOR SPEECH:

- 1. Ask a question** – So for example if you do online marketing you could say “Do you know how millions of people search google every day using keywords to find what they are looking for?”
- 2. Say what it is you do** – “Well what I do is help business owners get their website ranked in the top position on google for keywords people would use to find their business online.”
- 3. List the main benefit you give** – “This helps increase their revenue by bringing targeted leads directly to them.”