



ELEVATOR PITCH

CREATING YOUR ELEVATOR PITCH

Perfect Elevator Pitch

When someone asks you what you do if the answer that follows is your occupation or job title congratulations you have wasted a sales opportunity. The answer is focused on you and often doesn't help the other person really understand what you do or who you help. Does I am photographer really give me much information? Do you take pictures of homes, families, pets or even food?

Now if instead of giving me the "I am photography" response and instead said: "Have you ever searched for a new home to buy but it is hard to tell if a property is right for you because the pictures are of poor quality? Well what I do is help real estate agents by providing professional pictures that allow buyers to see the full potential of the property. In fact my clients sell their homes on average 15 days faster than the regional average."

Now you have told me something that is both interesting and engaging. I quickly know who you help "real estate agents" and how your service benefits the user by "helping them sell 15 days faster than the competition. As a business owner, being able to succinctly convey what problem you solve is a real art, especially if you are in a business that is complex.

What Do You Do?

"What do you do?" is the perfect opportunity to deliver your "elevator pitch". An elevator pitch is a succinct, clear, and well-rehearsed summary of your business and its value proposition which should be delivered in the time span of an elevator ride i.e. 30-90 seconds.

The elevator pitch is a powerful opportunity to convey your marketing message on a regular basis and in many different settings.

Elevator Pitch Template



Here is our template for developing your elevator pitch:

I work with/help: [name your target audience]:

Who suffer/struggle with: [Problem your target audience suffers or struggles with]

By providing them with: [Problem your target audience suffers or struggles with]

In fact our client(s): [What results your client(s) get out of using your services]

Tip: statistic or stories work here
