



Create a Dynamic Elevator Speech to Showcase Your Business

So that listeners will want to know more!

One of the most powerful marketing tools is a dynamic and enticing *elevator speech, audio logo, sound bite or 10-second commercial*. In the next few pages, you will learn how to craft a winning commercial. Taking the time now to work through each point thoroughly will prove well worth the investment of your time and energy!

Have you watched business people in networking situations politely nodding, while sneaking a quick peek around the room in search of a more interesting discussion partner? Don't let this happen to you!

You must tell your audience:

- Who your **target client** is
- What **benefits** you provide
- How you **solve their problems**

Your marketing message should be:

- **Emotionally engaging**—touch their “pain”
- **Intriguing**—don't tell the whole story, entice listeners to ask for more
- **Memorable**—use strong visual language - vivid word pictures that people will remember
- **Succinct**—shorter is better
- **Sincere**—express genuine passion for what you do

Avoid the three biggest mistakes we often make when telling about your businesses:

Mistake #1 – Fail to clarify exactly *who* we help and the benefits you offer

- No clearly defined target market – hope to sell to everyone
- Don't understand and address the *ideal clients'* needs or frustrations – their *point of pain* that your product or service relieves

Mistake #2 – Focus on ourselves and our services or products

- Talk about ourselves and our company
- Talk about our product(s) or the service(s) we offer

Mistake #3 – Allow listeners to pigeonhole us and switch off their attention

When asked about our businesses, we might respond, “I’m an attorney, realtor, a therapist, etc.” This doesn’t explain what we do, the value of our services, or how we help clients. It often causes the listener to stereotype us, and we may be assigned to a category in their mind that isn’t the most favorable.



Five Steps to Craft an Excellent Elevator Speech:

Step 1 - Define Your Target Market – Your *Ideal Client*

Be as specific as possible – the narrower your niche, the easier and more successful your marketing will be!

Example:

- *Owner of small business (0-5 employees), who needs accounting or bookkeeping help*
- *Needs at least three hours of help a week*
- *Has enough revenue to afford my services*
- *Is open to suggestions for improving processes*

Action Item: Now go to the Worksheet on page 5 and complete #1: Describe your *Ideal Client*. Then return to Step #2.

Step 2 – Understand and List the Problems or Frustrations Your *Ideal Clients* Face that You, Your Products or Services Solve

Learn as much as you can about your *ideal clients* and their businesses. Make a list of the problems or challenges they face that your product or service solves.

Remember: People make decisions and purchases based, *not* on facts, but on **emotions!** How does your ideal client *feel* about the problems and challenges that you, your product and/or service solve?

Example:

Problems or Challenges Faced:	Consequent Emotions:
<i>Not enough time, knowledge or desire to do their bookkeeping or accounting</i>	<i>Anxious, frustrated</i>
<i>Waste too much money in late fees and poor budgeting</i>	<i>Anger, feeling of “not enough”</i>
<i>Don't know where they stand financially; business running them instead of the reverse</i>	<i>Scared, out of control</i>

Action Item: Now go to the Worksheet on page 5 and complete #2: List the problems your target clients face in the left-hand column and consequent emotions opposite each in the right-hand column. Then return to Step 3.

Step 3 – Highlight the Benefits You Bring that Solve These Problems

Answer your ideal client’s question: *What’s in it for me?*

How will your ideal client benefit from using your products and/or services?
What are the potential positive consequences, the resulting positive emotions for them?

Example:

Potential Benefits You Offer:	Consequent Emotions:
<i>Save time and lower stress</i>	<i>Relieved, free</i>
<i>Reliable, accurate results they can trust</i>	<i>Confident, safe</i>
<i>Save money, meet deadlines</i>	<i>In control, feeling of enough</i>

Action Item: Now go to the Worksheet on page 6 and complete #3: In the left-hand column, list the benefits received from using your services and/or products, and the resulting feelings opposite each in the right-hand column. Prioritize your list, and then cross off all but the top two benefits and the resulting feelings. Then return to this page for the next step.



An important aspect of **understanding how your company benefits clients** is hearing it straight from them! This will also provide you with strong verbiage you can use to construct your commercial.

Action Item: Interview several of your *raving fan* clients, remembering to *listen* for emotions, and ask them questions like:

- How did you/your products or services benefit them?
- What was their number one problem or challenge that your services or products solved for them?
- What do they value about you and your services or products?
- How did they *feel* as a result of using you/your services or products?

While you’re talking to them, ask for a testimonial!

Step #4 – Pulling it All Together: Crafting Your Commercial

And now it is time to put this ten-second commercial jigsaw puzzle together!

Using the information gleaned from the three sections you've completed on the worksheet, write your commercial in language that is conversational and comfortable for **you** to say. Make it **easy** for listeners to **understand**, **remember** and **explain** to others who you are and what you do.

Next, pare it down to the core – cut out all the 'fluff,' deleting any needless verbiage, inappropriate jargon and anything complex or difficult to understand. **Make every word count!**

Example:

- *I help small business owners feel confident, secure and in control of their business finances by providing accurate, efficient bookkeeping and accounting services.*

Or,

- *I relieve stress and frustration for owners of small businesses, by taking excellent care of their books.*

Action Item: Go to the Worksheet on page 6 and complete #4. Write out your first draft, then refine it again and again until you're really happy with the result.

Step #5 – Practice

The more you say, refine and perfect it, the more effective you'll be. Watch your listeners, listen to and evaluate their responses (and body language) to your commercial.

Action Item: Practice, refine and practice again!

- In front of the mirror
- Tape yourself
- Try it on friends and family
- Then on others

Ask for feedback and keep improving it!

Effective Add-ons to Your Elevator Speech:

- Tell a very brief client story that supports your claims.
- Consider what your potential customer could possibly see as risks to them, and take those risks away, perhaps by offering a guarantee or reference.
- Create several elevator speeches appropriate for different audiences who may have different needs or use different terminology.

You can take advantage of marketing opportunities almost everywhere, if you're prepared with a great marketing message!





Worksheet

Create a Dynamic Elevator Speech to Showcase Your Business So that Listeners Will Want to Know More!

1. Describe your "ideal client." Be as specific as possible – the narrower your niche, the more successful your marketing will be! Be familiar with their demographics. If this is an individual, specify gender, location, profession, income, likes and preferences (what is important to him or her). If it's a company or organization, specify the type(s) of business, their annual revenue, number of employees, location, etc.

2. List the problems they face that you, your products or services solve. Then, list the resulting emotions opposite each. How do they feel about these problems? Prioritize the list, and then cross out all but the top two items.

Problems or Challenges Faced:

Consequent Emotions:



3. List the benefits received from using your services and/or products.

Opposite each, list the consequent emotions. How does this make them *feel*?

Prioritize the list, and then cross out all but the top two items.

Benefits You Offer:

Resulting Emotions:

4. 10-Second Commercial – Draft One