Keep in Touch | Module #7

Elevator Speech

Really, this module is all about how you talk about yourself and what you do or how you help your clients. It's about having clarity and being able to express it clearly.

Some people think we should kill the elevator speech and replace it with conversations. Really though, it's just another way to approach it – same contents, slightly different box.

So, let's jump in with the most common form of an elevator speech

Hi I'm *{your name}*. I help *{ideal client}* with *{problem you solve}*.

Or

Hi I'm *{your name}*. I help *{ideal client}* with *{problem you solve}* by *{brief description of how you help them}*.

This is a great start *and* you'll want to be able to talk more about what you do. Answer the questions below and think about how your ideal clients would word the answers. If this is difficult, print out two copies and answer once in *your* wording, then go through a second time using your ideal client's wording.

1. What is a brief description of your ideal client?

   _____

2. What are their pain points?
   a. What is the current problem or pain?
      For example: Not enough clients, never sure what the next step is, networking without results.

      1. _____

      2. _____

      3. _____

b. How does it feel or what are they feeling?

For example: frustrated, wits end, tired.

1. _____

2. _____

3. _____

3. How do you help them solve these problems or address the pain?

a. What do they want things to look like?

For example: steady stream of clients, a step by step plan to follow, creating business relationships that refer.

1. _____

2. _____

3. _____

b. How do they feel after working with you?

For example: confident, excited, energized, etc.

1. _____

2. _____

3. _____

c. What do you offer that moves your clients to the results in 3a and 3b?

The program, product or service you offer.

1. _____

2. _____

3. _____

4. What are your client's results?

    a. General results/stories

        For example: Most of my clients experience x, y and z. Or my clients can expect this.

        1. _____

        2. _____

        3. _____

    b. Specific results/stories

        For example: Suzie's business/life looked like this *and after working with me in* this *program* it now looks like *this.*

        1. _____

        2. _____

        3. _____

Now, how do you use these in your elevator speech?

> Hi I'm *{your name}*. I help *{ideal client – from question 1}* with *{problem you solve – biggest reason people work with you in question 2a}*.

Or

> Hi I'm *{your name}*. I help *{ideal client – from question 1}* with *{problem you solve – biggest reason people work with you in question 2a}* by *{brief description of how you help them – from questions 3a and 3b}*.

In conversation, it might look more like this:

	Hi, I'm John.	: John
You:	Hi John, I'm Pam. It's nice to meet you. Have you been coming to this networking group long?	
	Actually, this is my first time.	: John
You:	Welcome! It's great to have you here. How'd you find this group?	
	I work from my home doing *{this}* and was talking with Amy about how I needed to get out of the house more and do some networking and she shared this group. But tell me a bit more about yourself, what do you do?	: John

You: Amy's great! Isn't she? Well, you know how some entrepreneurs feel *{share some of 2b}* and *{share some of 2a}*? I help them *{share some of 3a and 3b}*.

                                                    That's great! How do you do that?   : John

You: I have *{share part of 3c}*.

This is just an example of how you might use the information you filled out above. You could also have shared a client story (anything from question 4).

Practice with this aloud to see how it sounds. I do this a lot in my car to networking events. I practice my elevator speech in the car and have mock conversations with myself. It might look ridiculous, but it becomes clear very quickly where I'm talking too much or if I'm tripping over my words.