Your Elevator Pitch

By Ilise Benun

Marketing-Mentor.com

Once you’ve identified your dream clients, you need to know how to speak to them in their language and using words that resonate with them. That’s more important than coming up with something that is original, profound or clever. It may sound like a paradox, but the focus of your elevator pitch should be on them, not you.

With this worksheet, you can experiment with 3 different approaches to your elevator pitch to see what works best with your dream clients.

**Version 1: Emphasize client needs**

What does your client come to you for? What is the deliverable, whether service or product, that they are looking for and what words do they use to ask for it? With that language in mind, use this formula to draft your elevator pitch:

*I work with (blank) and I provide (blank, blank and blank) for them.*

**Version 2: Emphasize client results**

What result is your client expecting from the work that you do for or with them? More sales? More traffic? Increased awareness? Time saved? With that language in mind, use this formula to draft your elevator pitch:

*I work with (blank) and I get (blank, blank and blank) for them.*

**Version 3: Emphasize client pain**

What pain or problem is your client experiencing and wanting you to alleviate? Low sales? Low traffic? Embarrassing, out of date or confusing marketing? Time or resources wasted? With that language in mind, use this formula to draft your elevator pitch:

*I work with (blank) and I eliminate or improve (blank, blank and blank) for them.*

Once you have a few to work with, try them out on people you meet to see how they react. You can even tell them it’s an experiment and ask directly for their feedback. That takes the spotlight off and engages them as helpers, rather than prospects.