

Your Elevator Speech “The 30-second Commercial”

Why do I need one?

- To make a positive lasting impression
- To market yourself
- To receive leads
- To let people know what you really do
- If you network, you will repeat this over and over

What should you focus on in your elevator speech?

- How can you help the listener or target market?
- Grab the emotional aspect of what you do – you want your listener to think they need you ...now
- How do they use you? Do you give advice, provide a service, conduct training, provide information or deliver a product?
- What problems can you solve?
- What differentiates you? How are you different from your competitors? What is your niche?
- Be memorable so people repeat what you say. This will increase referrals.

What is the difference between an elevator speech and a tagline?

- Your tagline is your 10 second commercial – your summary.
- Your elevator speech gives you about 30 seconds to advertise yourself and your business.

Creating Your Elevator Speech and Tagline

Example- Financial Planner

What do you do? Your keywords:

Investments
401K's
IRA's
Rollovers
Mutual Funds

The end result— the emotional side:

Choices
Information
Wealth
Security

Tagline: Financial planning and investment counseling – wealth building for your future.

Elevator speech: I assist with financial planning by providing choices, information and analysis for your individual portfolio, creating wealth and security for your future.