

ATTRACT CLIENTS ONLINE

MILESTONE 4 YOUR CLIENT-ATTRACTING ELEVATOR SPEECH

Having an effective elevator speech is an essential part of your marketing message.v

Your elevator speech should outline the following:

1. Identify your target market (Who you help)
2. Talk about the pain points
3. Describe your solution, using benefits statements
4. Tell why they should hire/buy from you

We've already talked about each of these elements separately, so now it's time to put them together.

Hint: Use your Marketing Complete Sheet to create your client-attracting elevator speech.

Tips for an Effective Elevator Speech

Start your elevator speech with, “You know how...” rather than “I work with...” Starting with the word ‘You’ engages the person that you’re talking to. You only want to do this if the transformation you provide is well understood by most people.

For example, you might say ‘You know how professional women are often stressed...’, because stress in professionals is well-known. But you wouldn’t say ‘you know how people with Lyme disease...’ because most people don’t know what people with Lyme disease experience.

Avoid words that you wouldn’t say normally. For example, say “I help” rather than “I assist.”

Below are two examples of elevator speeches using this format.

Regular Version

You know how so many baby boomers are unprepared financially for retirement? They worry about being able to maintain their lifestyle, and being a burden on their children. I have a proven system to help them create a financial plan that gives them the money they need and the peace of mind. And, I’ve been doing this for over ten years for hundreds of people.

If you need to speak for 60 seconds or more at a networking event, you can create a long version. You simply expand the pain points, expand the benefits, then make an offer at the end.

Long Version

You know how so many baby boomers are unprepared financially for retirement? They worry about being able to maintain their lifestyle and being a burden on their children.

Some of them are really scared because they expected to have a pension – and that's fallen through or they've lost money in the stock market.

I have a proven system to help them create a financial plan that gives them the money they need and the peace of mind.

We find ways to maximize their money most people don't know about and the returns are fantastic!

I've been doing this for over ten years for hundreds of people.

I have a free report, "The 10 Financial Secrets to a Successful Retirement" and I'm happy to send it to you. Just come up later and give me your business card.

You can also create a shorter version of your intromercial.

I help baby boomers who are financially unprepared for retirement to create a plan that gives them money they need and peace of mind.

Create your own elevator speech here:

5 Pain Points for my target market

5 Benefit Statements for my target market

My Unique Selling Proposition (USP)

Elevator Speech - Regular Version (about 20 seconds)

Elevator Speech - Long Version (about 1 minute)

Elevator Speech - Short Version (1 sentence)