

The Alternative Elevator Pitch Worksheet

I'll be totally honest with you – crafting my elevator speech was my nemesis for a long time – I even signed up for 2 courses to teach me how to do just this and I still couldn't get one that I was happy with. Whatever I came up with just always sounded unnatural and hollow in my mouth.

It occurred to me that the whole elevator speech thing is a massively over complicated way of going about things.

Here's the approach I settled on instead:

I start with a 'you know' statement:

e.g.

"You know how lots of life coaches and healers fall totally in love with their practice, but struggle to make a living from it?"

I might add a bit more depending on who I'm talking to to show I really 'get' the problem such as...

"They try all these different recommended techniques to market themselves but it all feels cheesy and overwhelming."

Then I say how I help:

..."Well I help them to get more clients, make more money and be able to focus on what they love – the work with their clients."

Simple!

Some other examples:

“You know how many parents struggle to relate to their children once they become teens? Especially when their chatty tween suddenly morphs into a moody, monosyllabic stranger? Well I help those parents understand how to relate to bridge the communication gap – without becoming a nagging monster!”

“You know how some women are so smart and beautiful but they always seem to end up with the worst kinds of men? Well I help them reconnect with their self love so they can finally meet the types of guy they deserve.”

“You know how some people want to be creative and expressive but can’t seem to find the way of the means to get that out? I help them reconnect with that creative side of themselves and develop a regular artistic practice that lights them up inside.”

Your Turn

What problem do you solve and who do you solve it for?

Turn this into a

‘You know.....’

What do you help them do/have/feel instead?

Well I help them to....

Instead

Final Tip

Once you have your whole speech crafted - practice saying it out loud – if it doesn't roll off the tongue, tweak it until it does.

This is something you need to own and feel comfortable (not to mention human!) when you share it with people.