

The Elevator Pitch

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What is an elevator pitch?

An **elevator pitch** is an overview of your business that can be conveyed within 30 seconds (30-80 words) during the ride of an elevator. It should leave your listener wanting to know more. Elevator pitches can be written for products, people or businesses.

Why would you want an elevator pitch?

There are a variety of advantages in defining your elevator pitch or mission of your small business and much of your marketing efforts will be based around this. Without one there is a chance to miss out on vital opportunities for business when you network and it's very easy to miss the point with your marketing copy.

Imagine unexpectedly meeting a hot prospect at the gym or in the mall and him or her asking you what you do. This is your prime chance to tell them, and you don't want to leave yourself in a position where you are not prepared to make the most of this opportunity. Remember the proverb ***'He who fails to prepare, prepares to fail.'***

Even if you don't feel like you need to do this with your business, if you haven't done it already, go through the exercise anyway just to cement your mission again. There could well be something that you learn from this that hasn't been obvious in the past.

Advantages of defining the elevator pitch

- you will be fully prepared and will know what to say if for example you meet an old friend or if an unexpected business opportunity arises **in conversation**
- you will be crystal clear about what your business is about – and this is at **the core of all of your marketing efforts**
- business cards, email signatures, profiles, articles and your about page will all have clarity
- easier to **create your tagline**
- it will be easier to write content for your website or blog
- optimizing your site for the search engines and gaining traffic will be improved if you know what your keywords are and who you are writing for

- **media contact** will be improved
- business partners and other bloggers will have clarity

How to Define Your Elevator Pitch

Solve a problem or need - basically the internet is a huge answer machine. Which questions and needs will your business answer?

Who is your audience - what is your demographic? Consider what they need to know.

Why would your client choose your business or want to know about it – what will they get from you or how?

Be clear and precise - don't leave people wondering what you mean.

Be passionate and convey some energy

If possible inject some humor or personality into your pitch.

And once you have your pitch?

What else do people need to know – ready yourself with the next level of information so that if people ask more, you already have it ready.

Write your pitch on a card and keep it handy next to your computer.

Example of an elevator pitch made to a small-business owner:

“Hi! My name is Jay Beavy.

I help small business owners like you read the minds of their customers and persuade them to buy from you. Unfortunately, I've found a lot of small business owners dig their own grave by not getting inside the head of their customers, and they are either too nervous or don't know how to jump into websites and online marketing.

Since 2003, my firm Formulis has been advising clients on how to target customers' purchasing triggers and leverage that knowledge to produce eye-popping custom websites and creative internet marketing. What problem areas are you having with your website and online marketing?”
