Nail Your Elevator Pitch!™

Why do you need a clear, brief elevator pitch?

As a small business owner, I’m confident you offer a great deal of expertise. Yet when someone asks the dreaded question, “What do you do?” are you stymied? Do you stumble and stammer? Do you sputter out a laundry list of products and services? If so, you won’t come across as the confident, competent expert you are. Your response may be less than crisp and clear. In fact, sometimes business owners don’t even answer the question!

A very brief statement, your elevator pitch (aka elevator speech) helps you clearly tell people what you do. A great elevator pitch invites people to ask questions to learn more about you and your business.

Why is it called an elevator pitch?

Let’s say you step into an elevator and begin chatting with a stranger. This person asks, “What do you do?” Since you’re in an elevator – and your conversation may end at any moment – you must keep your reply extremely short and to-the-point.

A cryptic answer might be, “I’m a business consultant.”

What if the stranger turns out to be a highly qualified prospect? You just missed an opportunity to communicate specifics about what you do – and how you help your clients achieve a key benefit or result. These specifics would be extremely interesting to someone who needs your services!

When do you use an elevator pitch?

A crisp, clear elevator pitch makes you shine in networking events such as conferences, workshops, association chapter meetings, and Chamber of Commerce gatherings. A brief, on-target elevator pitch is also extremely useful for media interviews, sales calls, and tradeshows. It’s even useful with friends, family members, and neighbors to clearly (and briefly) explain what you do.
A word of advice: Think about connecting, not impressing

People you meet want to learn about you, but they don’t want you to transform a brief encounter into a sales pitch! Networking events are wonderful opportunities to meet potential clients, but don’t try to impress someone with your astounding accomplishments.

Instead, work to forge an honest, authentic connection. Take time to get to know the other person and ask about his or her business. Ideally, this brief meeting will blossom into a lasting relationship as colleagues and friends – and, if it’s a fit, a profitable business relationship.

Create your elevator pitch: Use this easy approach from my Nail Your Brand!™ system

I’ve created a simple technique to develop elevator pitches for my clients. If your brand is clear, you’ll find that it’s easy to create your elevator pitch.

In fact, I firmly believe that your clear brand should convey:

- Who you are
- What you do
- What they get – the benefits and results your clients receive

I also believe your elevator pitch should clearly and briefly touch on these 3 communication points as well.

The “recipe” to Nail Your Elevator Pitch:

Simply state:

1. Who I am – Your name and title
2. Who I work with – Your target market
3. What I do for them – Briefly, the key service or product you provide (not a laundry list)
4. What they get – The top benefit or result your customers or clients receive. In other words, what is their end goal? What is the TOP thing they achieve due to working with you? (You can use your benefit-oriented tagline here.)
Here’s another way to look at this:

<table>
<thead>
<tr>
<th>#1</th>
<th>#2</th>
<th>#3</th>
<th>#4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your name and title</td>
<td>Who you work with</td>
<td>Briefly, the top service or product you provide</td>
<td>The top benefit or result your clients receive</td>
</tr>
</tbody>
</table>

**Example elevator pitch:**

**Version 1 (good but long):**
I’m Patrice Rhoades-Baum. As a marketing consultant and branding expert, I guide solopreneurs to create a clear brand, strategic website, and marketing toolkit. This empowers them to shine as an expert – and step up as a thought leader!

**Version 2 (an appealing variation, but longer still):**
I’m Patrice Rhoades-Baum, and I “cracked the code” on branding for solopreneurs! As a marketing consultant, I guide small business owners to create a clear brand, strategic website, and marketing toolkit. This empowers them to shine as an expert – and step up as a thought leader!

**A note about brevity:**
Try to make your Elevator Pitch as succinct as possible. You can elaborate and provide details later in the conversation. In fact, I heard a business consultant say that he’d like to ban the word “and” when people describe what they do!

**Version 3 (shorter – this is my go-to Elevator Pitch):**
I’m Patrice Rhoades-Baum. As a marketing and branding expert, I guide solopreneurs to shine as an expert – in their brand, website, and brochure.

**Version 4, customized (in this case, when talking with a professional speaker at a National Speakers Association event):**
I’m Patrice Rhoades-Baum. As a marketing and branding expert, I guide speakers like you to shine as an expert – in your brand, website, and speaker one-sheet.
Now, create your elevator pitch

Write down several versions of your elevator pitch on the following page. Try different versions on your friends and business colleagues. Which version is most clear? Remember to convey what you do as well as the top benefit or result your clients receive.

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“Help! I’m struggling!”

If you’re struggling to nail your elevator pitch, it’s probably due to the fact that your brand is not clear – even if you’ve been in business for years. Creating a brief, to-the-point elevator pitch is only possible if you have identified your target market (industry niche) and you have a clear understanding of the top benefit or result your clients receive when they work with you.

If you’re struggling with these key points, please call me – let’s clarify your brand and end the struggle. When you clarify your brand, your elevator pitch will flow naturally!

Schedule your FREE 30-minute consultation
Contact Patrice at Patrice@BrandingAndWebsites.com
10 Rules of Thumb to Select a Great Website Address

By Patrice Rhoades-Baum

A great website address makes it easy for prospects and clients to find your website, and it can reinforce your brand. Here are 10 rules of thumb to select a great website address.

1. It’s easy to say.
This also means it will be easy for listeners to accurately hear during your webinars and radio show interviews.
Poor: TeamSpecialists.com
Better: TeamExperts.com

2. It’s easy to spell.
Poor: PhenomenalMnemonicDevices.com
Better: GreatMemoryDevices.com
Best: MemoryTools.com

3. It’s easy to read, even when all letters are lowercase.
Poor: theenglishpoets.com
Better: englishpoets.com
Best: EnglishPoets.com
Always capitalize each word in your printed materials to make it easy to read and comprehend.

4. It’s easy to remember.
Example: FourthMeal.com
This is an actual Taco Bell website address used in their advertising. But I don’t advocate eating a fourth meal of fast food late at night!

5. It’s clear, not cryptic.
Do you have a favorite phrase or industry jargon that’s meaningful to you? Put yourself in your prospects’ shoes – would they have a clue what your clever website address means?
6. It’s 1 to 3 words long.
A website address with 4 or 5 words may be too long unless the words are short.
Acceptable: WritingTipsForKids.com
Acceptable, but confusing when stated verbally: WritingTips4Kids.com

7. It has the fewest syllables possible.
Poor: ExperiencedCareerAdvisors.com
Better: Career Experts.com

8. It communicates something about you or your business.
Good: JaniceJones.com
Better: JaniceJonesSpeaker.com

Let’s say you want to purchase LeadershipStrategies.com, but another company is actively using that website address. Don’t buy LeadershipStrategies.net! This would confuse your clients, because most people automatically type “.com” – and they would land at your competitor’s website. Keep researching. You’ll come up with a website address that fits these criteria. Also, if you live in Canada; your best choices would be .com and .ca.

10. It may use hyphens but doesn’t use underscores.
Poor: JaniceJones_Speaker.com
Better: JaniceJones-Speaker.com
Best: JaniceJonesSpeaker.com

More tips to select website addresses:

- **Buy various versions to protect your brand** – If Janice Jones, our fictional speaker, uses JaniceJonesSpeaker.com as her main website, she should consider purchasing common extensions (.co, .net, .info, etc.). This will protect her brand if another Janice Jones happens to be a speaker or has a reputation in the same or similar industry. (Purchasing multiple extensions and variations can be costly; do what you can afford.)

- **Purchase your business’s tagline and book titles** – If possible, purchase the tagline of your business, since this is key to your brand. And purchase the website addresses of your book titles, audio programs, and information products you have created – or plan to create. You can use these website addresses as product landing pages. Also, because you have purchased these – and others now cannot – you are protecting your brand.
• **Use redirects** – If Janice Jones’s main website is JaniceJonesSpeaker.com, all her other website addresses can be set up to automatically direct visitors to that main site.

• **Buy common misspellings of your website address** – What if our fictional speaker’s name is Janice Allen? She might consider purchasing JaniceAlan.com and JaniceAlanSpeaker.com. The misspelled website addresses should redirect to her main site. Remember, using redirects enables visitors to arrive at your website, even if they accidentally type a slight variation.

• **Use www.NameBoy.com to brainstorm names** – This website offers an easy tool to quickly brainstorm oodles of potential website addresses for your business. You can purchase website addresses at NameBoy.com, GoDaddy.com, and multiple other websites. I use GoDaddy.com, because I like their customer service.

• **Don’t wait! Make the investment now** – If you have an idea for a book or information product you may create someday, be sure to snap up the available website address now. Often, a perfect website address is here today, gone tomorrow.

When selecting a great website address, explore the possibilities, keep your prospects and clients in mind, and be creative!
About Patrice Rhoades-Baum
Marketing Consultant & Branding Expert

Backed by three decades of strategic marketing communications, Patrice specializes in branding for solopreneurs – particularly professional speakers, business coaches, and corporate consultants and other “infopreneurs.”

Using her laser-focused, keep-it-simple approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: logo, speaker one-sheet, website, and stationery package (business card, notecard, letterhead and envelope)

Patrice’s business experience includes 25 years of high-tech corporate marketing. She has managed big-budget advertising campaigns, tradeshow events, and direct-mail programs. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding $250,000. An expert copywriter, Patrice has been published in Fortune magazine.

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