

CRAFTING YOUR ELEVATOR PITCH

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 RLC Words



Standing up to do your 60 second pitch can be nerve-wracking, even in the most welcoming and informal environment. Facing all those expectant faces, trying not to leave out something vital, and keeping to time as well – it can all feel pretty daunting. But follow this recipe for crafting your perfect elevator pitch, and you'll have a template you can use every time. With these six ingredients, you'll be onto a winner!

1

The Essentials. Start by introducing yourself by name, and with the name of your business too. You'd be amazed how often people forget to include one of these. Do it the start, and then repeat it at the end of your 60 seconds. Your audience may not catch it at the beginning, and if something grabs them during your pitch, they've got a chance to make a note of it at the end – or find you on the attendance sheet.

2

Think a little differently about how to introduce what you do, and don't be afraid to add a bit of humour – it will all help people to remember you. Easier said than done, I know – but have a think about another, quirkier way you could describe what you do. There's a big difference between saying "I'm a dress designer" and "I stitch people up for a living"! If you can use a prop, or a poem, or an anecdote, it will be even more memorable.

3

Focus on the outcomes your customers get, rather than what you do. If you're a VA, talk about how many hours of work you've freed up for someone to use on their business. If you're a financial advisor, talk about how you've helped someone retired much earlier than they thought they could. It's so much more engaging than a list of the things you do, and shows people immediately what working with you will do for them. And remember that you'll never be able to say it all in 60 seconds, so concentrate on one area that really shows off your expertise. You can always expand on what you offer in all those 1:1s you'll be booking.

4

Help the room to help you, and be specific about who you're looking for. This is the part you can vary each time, if you want to. If you're a skincare specialist, ask for people who are facing particularly dry skin; or if you're a wedding organiser, say you're looking for couples who are planning a really intimate affair. It's much easier for your listeners to think of good introductions when they have specifics – people spring to mind much more readily that way.

5

Tell them how to connect with you. Talk about your Facebook group, your next event, or the newsletter they can sign up to, and tell them where to go to do that. Don't forget your business cards, so that everyone is taking your info with them, and you could also create a QR code, so that people can click through and connect with you straightaway.

6

Practice beforehand. Even if it's in the car on the way there, run through what you're going to say and iron out any wrinkles. It's amazing what trips your tongue up when you least expect it, and what strangely doesn't work when you say it out loud!

One thing I've always found to be true: at a BWN session, your 60 seconds will always be met with genuine interest, engagement and support. There's no better place to perfect your pitch than a Busy Women meeting!