DEVELOP YOUR PITCH

You are a representation of your business and at any time you may hear the question, *"So what do you do?"*

Having a consistent message that you deliver with confidence both verbally and in print is important to express your message and convey what your business is all about.

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ELEVATOR PITCH HOW TO:

Length: 45-60 seconds

Use: Pique the interest of an audience by creating excitement around yourself with the intent that the listener(s) will want to further explore your offerings

Tone: Have a couple different versions for different scenarios
- Business
- Family/Friend
- Group

Purpose: Capture their attention
- Attention grabbing question
- credibility boost
- outlandish stat
- customer story
- mutual connection
- results in the business

Content:
- Introduce yourself if meeting someone for the first time/addressing an organization
- If you know the person/org you are pitching, explain connection, share why you want to work with them, and how you can help one another
- What you do and the problem you solve
- Why you are credible/an expert

Practice:
Record yourself and ask others to listen to your elevator pitch and get their feedback

BRAND ONE LINER HOW TO:

Length: 1 - 3 concise sentences

Use: One-Liner will go on a website page, social media post, or physical print ad

Tone: Descriptive and Call to Action
- Needs to convey attention grabbing information in a short amount of sentences, phrases, or words
- Direct clients to some call to action whether it is enrolling in a program, getting client information for an email list, or another purpose

Purpose:
- Funnel to enrollment page or a path to another landing page
    - Call to Action
    - More Program Information
    - Program Schedule/Testimonials/Reviews

Wording:
- *The problem* - niche pain point addressing
    - Quickly put a name to the problem your clients are experiencing
- *The solution* - your program
    - Briefly introduce your program
- *The reward* - what clients get working with you
    - Describe what clients can look forward to when finishing your program