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**xTo make your own copy of this, go to File > Make a copy and rename it.**

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| *An elevator pitch is a* ***brief, short, succinct, clear, simple, non-jargon, non-sales-y, straightforward, just-the-truth*** *way to say what you do and how you help people SO THAT they can understand how you solve their problem SO THAT you get perfect referrals, attract perfect clients, and your busine$$ lives happily ever after.* |

*x”When you can describe what you do clearly,x   
xthe people who need you can find you.”x*

***The Sayings of Chairman Maggy***

To market our business effectively, we need a way to articulate what we do in a short, simple, clear way so the people we want to reach can understand *what we do* and *how we help them*. Nobody’s buying programs, services, credentials, degrees, awards, and what you used to do.

**Here’s what I believe:** When you can articulate the problem you solve for your target audience and the solution you provide, you’ll become known as the go-to person for your area of expertise. You’ll get perfect referrals. The people who need your unique gifts will be able to find you.

This worksheet is designed to help you see who you are, what makes you stand out from your competition, and find words that connect straight to the hearts of the people who are looking for you.

Love,



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| **First things first** |

Let’s get on the same page about what an “elevator pitch” is and what it isn’t. I like to simplify the whole concept so that my clients feel less stressed when they tell people what they do.

Here’s what I believe about a pitch:

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| **What an elevator pitch IS** | **What an elevator pitch ISN’T** |
| **⚡** short and succinct  **⚡**where you talk about everything you do  **⚡** where you talk about how you help the people who need you  **⚡** where you speak from your heart) (where your passion lives!) not your head  **⚡** Always just **the truth** (no sales-y, braggy words required)  **⚡**Something a child (or your mom) could understand | **⚡** a recitation of your resume  **⚡** a sales pitch  **⚡** a list of your services, prices & process  **⚡** a list of all the schools you’ve attended and your degrees  **⚡** long winded <yawn>  **⚡** about you <bigger yawn>  **⚡** where you talk about what you USED to do  **⚡** jargon & fancy words that you like that nobody can understand |

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| **🔥 HOT TIP:** *Use the words your ideal clients use when they talk about their problem and the solution they want. Do that and all your marketing copy - blogs, social media profiles & posts, emails, web content - will write itself.* |

**When you can describe the pain your ideal client has AND the results they want AND you use THEIR words in your messaging, it’s super easy to communicate your message in a sincere, real, and heart-felt way that feels natural, not forced.**

There’s NOTHING to memorize because you’ll know it in your bones.

It’s impossible to be sales-y, to brag about yourself, or to be that icky person who’s all ‘me me me’ when you’re coming from a place of service.

People will feel that you get them, that you care about helping them, and that you have the solution they need.  
  
What you say in a good pitch is straightforward and true.

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| **Here’s an example of a pitch** |

***This is a little wordier than what I say out loud, but it’s the basic structure. An elevator pitch is a little story you tell conversationally so listeners can understand what you do.***

*“****Do you wish*** *that when you introduced yourself your ideal clients would say, ‘OMG! I totally need you.’* ***You know how*** *when you have to introduce yourself your brain freezes, you ramble all over the place, and people are confused about what you do?*

***I’m*** *Maggy Sterner. I’m a brand and business coach.*

***I show small businesses & entrepreneurs*** *- coaches, consultants, creatives, healers, and the woo-woo crowd - how to define their niche and find simple words to talk about what they do* ***so that*** *they become magnetic to their perfect clients.*

***My real job*** *is to be your brand message magician. I help my clients find simple, natural words for their marketing message, make the jargon-filled ones disappear, and leave them with a message they feel confident and excited to share with the world."*

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| **Step 1. Reflection** |

The questions below will help you get out of your head and connect with what you REALLY do, how you REALLY help your ideal clients. When you’re connected with that, whatever you say will be perfect and flow like buttah.

**Who are you most passionate about working with or helping? Who do you WANT to do business with?**

*Be specific. Everybody is NOT your customer. If you have a long list, write everything down and pick your top three - or one! You get to choose who you work with. You can say “No” to anyone you don’t want to work with.*

*Fill in the blanks below with what you know about who you want to work with and who you don’t.*

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| **THE WHO**  Write below who your ideal clients are. Put down any criteria you want if it’s important to you. | **NOT THE WHO**  These are the people who aren’t a good fit for you, for whatever reason you say.  Be as judgy as you want. |
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*Hit the tab button at the end of a row to create more rows if you need them. The more specific you are, the clearer your message will be.*

**What does your ideal client say to themselves when they worry about the problem you solve for them?**

*What’s the chatter in their head when they’re tossing and turning at 3 a.m.? If you don’t know, ask them. Go back to your notes or emails from prospective clients and see what they said when they first approached you.*

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**Look at the world from your customer’s perspective. What outcome or benefit do they want after working with you? What have they said?**

*This is what you’re really selling. They’re not looking for “coaching” or “consulting” or "dream lives/jobs/relationships." They want specific results.*

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| **Step 2. Write your pitch in five steps** |

Each step below breaks down the parts of an elevator pitch into an easy-to-follow story. That’s what people will understand - a short story told simply.

Fill in the blanks after each step to create a truthful, heart-felt, jargon-free, just-the-facts pitch.

**1. Start with a “You know how, ... “, or “Ever wish you could … “, or “How great would it be if you could just …” question Start with**

Starting this way gets you out of the gate, comfortable with what you’re about to say, AND connects with the people who are struggling with something you help them with.

*Example:*

*“You know how when you try to describe what you do, people seem confused and they just don’t get it?”* ***OR***

*“Ever wish you could just tell people what you do in a way that feels easy, succinct, and simple?”* ***OR***

*"How great would it be for your business if, when you told people what you do, they said, 'OMG I need you!"*

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**2. What’s your name and what do you do? Keep it SHORT.**

This is the shingle on your door. It’s not the place where you describe what’s inside. This isn’t where you make a long-ass speech or the place to be super cute about your title. Make it easy for people to understand what you do. Use human language.

*Example: “I’m Maggy Sterner. I’m a brand and business coach.”*

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**3. Who do you help? What results do you deliver? What benefit/s do people get by working with you? Keep it SIMPLE and STRAIGHTFORWARD.**

*Example:*

*“I help small businesses & entrepreneurs who struggle to articulate what they do get clarity about what that is and find the words to talk about it, in short, sweet, plain English …* ***OR***

*"I help coaches, consultants, creatives, healers and the woo woo crowd learn how to talk about what they do without having a nervous breakdown … "* ***OR***

*"I help entrepreneurs learn how to write and talk about how they help people everywhere they need a message, online and out loud, … "*

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**4. *SO THAT …***

The “so that … “ is the reason they'll want to work with you. It’s about THEM and the benefit, pain relief medicine, solution to the problem they’ll get from working with you.

They could do nothing about their challenge or issue. Why would they bother to hire you? (Hint: It’s something transformational.)

*Example: “... so that when their ideal clients hear their words, they’ll say, ‘I need you!’*

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**5. THE KICKER: MY REAL JOB IS TO BE or I’M THE GO-TO PERSON FOR …**

This is what you STAND for. Your brand is your stand. It’s what you’re known for. It’s your superpower, awesome sauce, gift. This is the thing you *really* do. Only you do this in the unique way you do it. This is your “drop-the-mic” moment.

*Example:*

***“****My real job is to be your brand confidence coach. I help you get clarity about what you do and the words -- that’s where your confidence comes from.”*

*"My real job is to be your brand message magician. I help you find the words to say in a way that leaves you feeling confident and your perfect clients saying, "OMG I need you."*

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**ALMOST FINISHED . . .**

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| **STEP 3.**  **CONGRATULATIONS! You made it!**  Put your final pitch below |

Go back to what you filled in above.

Copy & paste the key phrases/sentences into the box below so you can see your whole pitch at a glance.

This is your “final” elevator pitch for now. Your pitch will evolve and grow deeper and clearer as you take it out into the world.

“Date” your elevator pitch, notice how it lands with people, and tweak as necessary. Practice saying it to someone and time yourself. Keep it to 30 seconds or less. Speak conversationally.

**Here’s the format again:**

1. Opening question or “you know how... ?”
2. Your name and what you do/your title (whatever makes sense)
3. I help … (who?)
4. SO THAT … (the results they want that you deliver)
5. My real job / I’m the go-to person for … (⚡️⚡️⚡️The kicker! ⚡️⚡️⚡️)

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**Say these words everywhere - out loud and online - and watch the magic happen.**

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| **Need help?** You don’t have to struggle alone. |

Fill out this worksheet and [**book a 75-minute call**](https://maggysternerbrandcoach.as.me/OTPS-PPWKB)

with me to get one-on-one laser coaching.

We’ll go through your pitch step-by-step and get your words tight and right, once and for all,

so the people you want to attract as clients can find you.

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| **About Maggy Sterner Brand & Business Coach** |

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|  | **Maggy Sterner is a branding expert, business coach, writer, and keynote speaker.**  She helps small businesses and entrepreneurs discover the essence of their brand message and learn how to communicate it - simply, clearly, in plain English - so they can attract clients without sounding “sales-y.”  Maggy believes when you have clarity about what you offer, who you help, the problems you solve, and the results you deliver, you’ll know what to say AND feel confident about marketing to the people who need your help. |

Maggy learned how to get to the bottom-line of crazy, intense, fun, fast-moving stories as a television and radio reporter for CBS News in Manila and Johannesburg, where she was also the bureau chief.

After returning to the U.S., she moved into the nonprofit online world as a content writer, editor, project manager, website wordsmith, and online user experience analyst at NPR.org. As the resident geek-to-human translator, she was managing editor of multilingual website content at the Campaign for Tobacco-Free Kids.

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| Maggy lives in Maryland, right next door to Washington, D.C. When she’s not working, she hangs out with other passionate entrepreneurs; explores new ways to make delicious food with her *Instant Pot*; takes nature and documentary photos; travels to visit friends around the world; and hangs out with her wise-cracking children. Find out more about her at [**maggysterner.com**](http://maggysterner.com/). | **FIND OUT MORE ABOUT ME**  [LinkedIn](http://bit.ly/MSBC-LI) / [Instagram](http://bit.ly/MSBC-IG)  You’re not alone. [**Let’s chat**](http://bit.ly/CLARITY-15). |