

Strategies to Sell Smarter,
Lead Better, and Live
with Purpose

SHUT UP AND WIN

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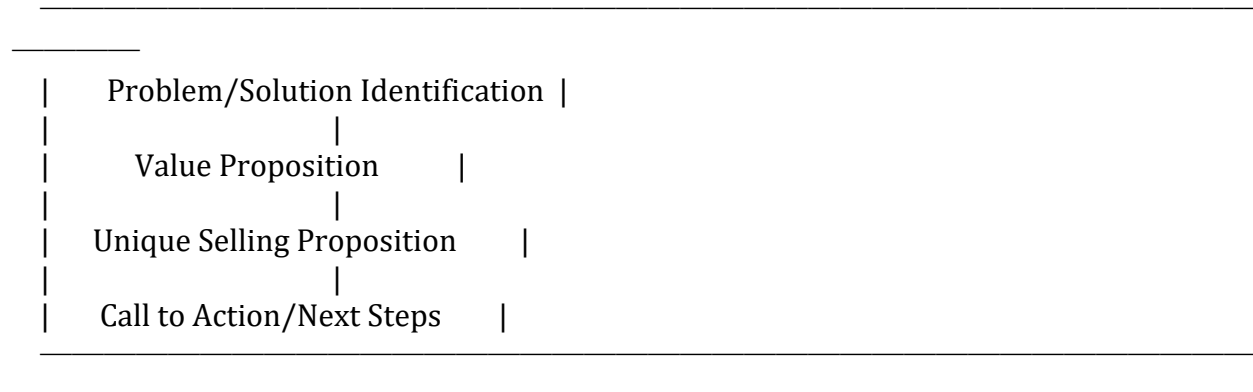
30-SECOND POWER STATEMENT

A companion tool from the book
SHUT UP AND WIN by Jed Etters

Learn more at ShutUpAndWin.com

30 second power statement

Creating a succinct and impactful power statement involves highlighting key elements of your business offerings. Here's a graph outlining components for a 30-second power statement:



Problem/Solution Identification: Quickly identify a problem or need your business addresses. This sets the stage by drawing attention to a relevant issue.

Value Proposition: Explain the value and benefits your product/service brings to potential customers. Focus on what sets you apart and why it matters to them.

Unique Selling Proposition (USP): Highlight what makes your offering unique. This could be a special feature, approach, or something that differentiates you from competitors.

Call to Action/Next Steps: End with a call to action, what you want the listener to do next. It could be scheduling a meeting, visiting your website, or trying out a demo.

Remember, the goal of an Power Statement is to create interest and curiosity, prompting further conversation or action. Tailor these components to fit your specific business and audience.

5 steps to build your 30 second power statement

Here are five simple steps to help construct a powerful 30-second power statement

1. **Identify Your Audience and Goal:** Understand who you're talking to and what you want to achieve. Tailor your pitch to resonate with the listener's needs or interests.
- 2.
3. **Start with a Hook:** Begin with a compelling and concise opening that grabs attention. This could be a thought-provoking question, a startling statistic, or a relatable scenario related to the problem you solve.
- 4.
5. **Explain the Problem or Need:** Clearly articulate the problem or need your product/service addresses. Describe the pain point or challenge your target audience faces.
- 6.
7. **Present Your Solution and Unique Value:** Introduce your solution and highlight its unique value proposition. Focus on how it solves the identified problem better or differently than existing alternatives.
- 8.
9. **End with a Call to Action:** Conclude by prompting action. It could be inviting further conversation, scheduling a demo, or directing them to your website. Ensure it's clear what the next steps should be after hearing your pitch.

Crafting a compelling power statement involves refining each step to be concise and impactful while conveying the essence of your business or offering. Practice and iteration will help you refine and polish your power statement further.