



EMPOWERING ELEVATOR PITCH

[IMPLEMENTTOEMPOWER.COM](https://implementtoempower.com)



EMPOWERING ELEVATOR PITCH

An 'elevator' pitch is a concise introduction that explains who you are, what you do, and why someone should care - all in the time it takes to ride an elevator from one floor to the next (typically 30-60 seconds). For business professionals, a well-crafted elevator pitch is a powerful tool to attract new clients, spark interest, and open doors to opportunities.

But how do you know what to say? This document will guide you through 3 steps to create a compelling elevator pitch that resonates with your target audience and leaves a lasting impression.

1. DEFINE YOUR PURPOSE

Before thinking about what you are going to say, think about WHY you are going to say it.

- What is the goal of this interaction? (ie. attract clients, secure a meeting, build a connection?)
- Who is my target audience?
- What actions do I want them to take after hearing my pitch?

Example: To attract small business owners who need help scaling their operations

Action: Encourage them to book a complimentary consultation

2. IDENTIFY YOUR UNIQUE VALUE PROPOSITION (UVP)

Your UVP is what sets you apart from competitors, like the name suggests, it identifies what makes you unique.

- Why should someone want to work with you?
- What problem do you solve for your clients?
- What results or benefits do you deliver?
- What makes your approach unique or different?

Example:

Problem: Many small businesses struggle to scale because they lack efficient systems.

Solution: I help small business owners implement scalable systems to save time and increase revenue.

UVP: Unlike consultants, I roll my sleeves up, and offer a hands-on approach to working with business owners to implement the systems.

3. STRUCTURE YOUR PITCH

Remember it is important to be concise, you only have 30-60 seconds, thus the elevator pitch needs to follow a simple framework to ensure your delivery is impactful.

1. Hook (5-10 seconds): Start with a compelling statement or question to grab attention
2. Introduction (10 seconds): Introduce yourself and your business
3. Problem solving (20 seconds): Highlight the problem your audience faces and how you solve it
4. Call to action (10 seconds): End with a clear next step

Example:

You have a 60 seconds to pitch your business in a crowd of potential clients

Hook: Did you know 60% of small businesses fail within the first five years due to poor systems?

Introduction: Hi, my name is Shayla from Implement to Empower, and I help small business owners scale their operations without the stress

Problem/Solution: Many entrepreneurs struggle to grow because they are stuck working IN their business instead of ON it. I create customized systems that save time, reduce costs, and drive growth

Call to action: Book a complimentary Optimize & Implement consultation to explore how we can take your business to the next level

TIPS

- Keep it simple and relatable (less is more)
- Avoid jargon or overly technical language
- Focus on the benefits of what you offer
- Test your pitch on someone outside of your industry, if they can understand and repeat it back to you, you're on the right track
- Practice, refine, practice, refine - repeat as many times as possible
- Adjust your pitch based on the audience or situation
 - For networking events, focus on building rapport and finding common ground
 - For potential clients: emphasize results you deliver and how you can solve their specific pain points
 - For investors: highlight the ROI and scalability of your business
- Be prepared
- Be authentic - let your personality shine through
- End with a strong call-to-action
 - "Let's schedule a call to discuss how I can help you"
 - "Visit my website to download a free resource on _____"
 - "Can I send you more information about my services?"
- Be confident

"A well-crafted elevator pitch is a powerful tool to attract new clients and grow your business. By following these steps and practicing regularly, you'll be able to confidently share your message and make a lasting impression. Remember, the goal is to spark interest and start a conversation - not to close the deal in 60 seconds. Keep refining your pitch, and soon it will become second nature."