

How to Brand Yourself with the PERFECT ELEVATOR PITCH



A short, but memorable summary of who you are and what you do. Make it 30 seconds or less and warm, friendly, and conversational. Your goal is to give a glimpse of your professional aptitude, strengths and skills so people will want to learn more.

WHO YOU ARE

Your role, or title.

This is an essential part of your pitch. Before you do anything else, tell people who you are and how you fit into the big picture.

Employee Example: I am Bob and I oversee client relations for Pendulum Financial so our clients truly feel like they're part of our family.

Small Business Owner Example: I am Ruth and I am president of Senior Marketing Plus which helps seniors find more purpose and meaning in retirement.

YOUR COMPANY

What your company does for its clients.

Stating your company name isn't enough. People also need to know why they should care about your company.

Employee Example: We help companies save money in small, everyday ways they rarely imagine.

Small Business Owner Example: Retirement can be scary since it's unknown territory. We help seniors live more productive lives with less anxiety and more peace of mind.

YOUR VALUE PROPOSITION

What you offer that distinguishes you.

What do you and your brand bring to the table? What sets you apart from other brands in your industry? This is the meat of your pitch -- it's why people should care and how they're directly impacted.

Employee Example: We have over 25 years of experience in financial advising, with a track record in saving our clients substantial sums.

Small Business Example: As a senior myself, I've walked in the shoes of our clients. I know what it means to worry about paying bills and feeling that you're still valued and counted.

ATTENTION-GRABBING STATEMENT

A surprising fact, anecdote, or statistic.

When used correctly, this statement hooks people, helping them remember you long after the conversation.

Employee Example: We're proud that we've helped companies like yours save an average of \$10,000 annually thanks to our knowledge and proprietary computer models.

Small Business Owner Example: We're delighted to have helped hundreds of seniors comfortably exhale in retirement knowing they have the financial and emotional resources they need.

EDITING

Review your elevator pitch with eagle eyes.

Once your pitch is written, edit it to ensure it succinctly conveys your message... If you notice areas where you ramble, reduce to the essentials.

PRACTICE MAKES PERFECT

Get comfortable with it.

Practicing aloud is the best way to get a handle on your pitch. You'll eliminate kinks and awkward-sounding words and phrases. Your elevator pitch should become as comfortable as a second skin. After all, it's what your career is about. Make others as excited about it as you are.

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