

The background features a dynamic, abstract design with flowing, wavy lines in shades of blue and green. The blue lines are more prominent in the upper half, while the green lines sweep across the lower half. The overall effect is one of movement and energy.

**DID YOU KNOW YOUR ELEVATOR
PITCH CAN DRAMATICALLY
INCREASE YOUR SALES?**

**WHAT DO YOU SAY WHEN
PEOPLE ASK WHAT DO YOU DO?**

**RIGHT NOW YOU MIGHT BE
CONFUSING THEM, WHICH IS
COSTING YOU SALES.**

**I WANT YOU TO CREATE AN
ELEVATOR PITCH THAT YOU CAN
USE TO EXPLAIN WHAT YOUR
COMPANY OFFERS.**

GREAT ELEVATOR PITCH

1. BREAKS THROUGH THE NOISE
2. ELIMINATES COMPETITION
3. ENGAGES CLIENTS
4. GROWS YOUR COMPANY

**NOT KNOWING HOW TO
DESCRIBE WHAT YOU DO IS
COSTING YOU BUSINESS.**

**IF WE DON'T KNOW WHAT TO
SAY, THEN PEOPLE DON'T KNOW
WHY THEY SHOULD BUY FROM
YOU.**

**RIGHT NOW YOU USE TOO MUCH
INTERNAL LANGUAGE.**

EXAMPLE

1. GOOGLE CERTIFIED SEO AGENCY
2. WE HELP LAWYERS THAT ARE OVERPAYING ON MARKETING , WITH NEW ONLINE STRATEGIES THAT INCREASE THEIR NUMBER OF CASES.

**THE PROBLEM IS WE ARE SO
CLOSE TO OUR BUSINESS, AND
WE TALK OVER PEOPLE'S
HEADS.**

HOW CAN YOU SPECIFY YOUR MESSAGE FOR PEOPLE TO UNDERSTAND?

1. SIMPLE
2. RELEVANT
3. REPEATABLE

**YOU WANT TO CREATE A CLEAR
MESSAGE THAT IS EASILY
REPEATED.**

**THE AVERAGE PERSON NEEDS TO
HEAR SOMETHING 6 TIMES
BEFORE THEY REMEMBER IT.**

**RIGHT NOW YOU THINK PEOPLE
UNDERSTAND YOU...**

**BUT IF YOU ARE VAGUE,
THEY DON'T.**

**THE SOLUTION IS FOR YOU TO
CREATE YOUR ELEVATOR PITCH.**

**THE ELEVATOR PITCH IS EASILY
REPEATABLE SO PEOPLE KNOW
EXACTLY WHAT YOU OFFER AND
WHY THEY SHOULD BUY.**

NEEDS THREE THINGS...

1. IDENTIFY YOUR CLIENT'S PROBLEM
2. EXPLAIN A PLAN TO HELP
3. DESCRIBE A SUCCESSFUL ENDING


“MOST AGENCIES STRUGGLE TO KNOW HOW TO SCALE. WE HAVE A PROCESS THAT HELPS THEM IMPLEMENT THE RIGHT SYSTEMS SO THEIR AGENCY CAN SCALE WITHOUT THEM DOING EVERYTHING.”

WHAT IS THE CLIENT'S PROBLEM?

1. IS IT SPECIFIC?
 2. IS IT A PAIN POINT?
 3. CAN YOU STATE IT QUICKLY?
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**MOST AGENCIES STRUGGLE TO
KNOW HOW TO SCALE.**

WHAT IS THE PLAN TO HELP THEM?

1. MAKE IT FEEL LIKE A NEW IDEA.
 2. IS IT UNDERSTANDABLE?
 3. KEEP IT BRIEF.
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**MOST AGENCIES STRUGGLE TO KNOW
HOW TO SCALE. WE HAVE A PROCESS
THAT HELPS THEM IMPLEMENT THE
RIGHT SYSTEMS**

DESCRIBE A SUCCESSFUL ENDING

1. MAKE IT THE “CENTER IDEA” OF YOUR BUSINESS.
2. IS IT SOMETHING THEY WANT?
3. KEEP IT BRIEF.

MOST AGENCIES STRUGGLE TO KNOW HOW TO SCALE. WE HAVE A PROCESS THAT HELPS THEM IMPLEMENT THE RIGHT SYSTEMS **SO THEIR AGENCY CAN SCALE WITHOUT THEM DOING EVERYTHING.**

WHAT NOW?

1. REMEMBER IT SO YOU CAN REPEAT IT SEVERAL TIMES.
2. MAKE SURE YOUR ENTIRE TEAM KNOWS IT.
3. PLACE IN ALL OF YOUR MARKETING.