

Elevator Pitch ABC's

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Answering the “What do you do?” question and summing up the unique aspects of your business in a way that will excite others to inquire more in a brief and concise manner.

Consider your:

Audience- Know your audience and the specific needs your product or service provide.

Benefits-What value or benefits are you bringing to your audience? Be concise/specific. Benefits are more important than features.

Creative Offering- Develop your marketing “hook”, specific to your audience; this will require you to know exactly who your customer is and the benefits you bring to them. Why are you different?

Allow your passion to come through and speak from your heart. Practice how to speak about your business to others.



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Improving biz-life outcomes.