

Elevator Speech Worksheet

First, let's look at the components of a good, simple description of your business. This is called by many names. Some people call it a tagline, a unique selling proposition and some people call it a marketing message. Let's not get dragged down by proper textbook marketing here. Instead, we're just going to focus on creating a sentence or two that you can use for your website or other marketing materials, or even at a live networking event. Your 'one liner' should:

Describe exactly who you work with (your ideal customer)

Explain the benefits or results your customers get when working with your company

Appeal to the emotional or financial needs of your prospect or customer

Describe the results you provide or promise you make

Make people say "Tell Me More!"

You can get down to basics by answering these simple questions:

1. Who are my clients (target market?) and what do they want to do?

My clients are _____

2. What is the end result or how will their life be different when working with you?

My customers want to _____

When? _____

3. What is the ultimate benefit or promise to the customer? (in order words, what could they do after working with you that they couldn't do before?) Note: You may have more of or less of something, but maybe not both. Do whatever works best for your personal situation.

After working with me (our company) our customers get:

They will have more (how much more?) _____

OR

They will have less (how much less?) _____

OR

They now can _____

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4. Measurable statement of results. Do you have a specific percentage of people who have worked with you that can attest to the results they received? Fill in the blanks here if you can do this.

____% of my customers _____

Ready for an example? Here's how Stephanie Frank, one of the co-authors of this book, answers these questions and comes up with a couple unique descriptive sentences that makes people say "Tell me more!"

Stephanie says:

1. Who are my clients (target market?) and what do they want to do?

My clients are independent professionals, network marketers and solo entrepreneurs

2. What is the end result or how will their life be different when working with you?

My customers want to grow their business to their first million
When? In the next 1-2 years

3. What is the ultimate benefit or promise to the customer? (in other words, what could they do after working with you that they couldn't do before?) Note: You may have more of or less of something, but maybe not both. Do whatever works best for your personal situation.

After working with me (our company) our customers get:

They will have more focus, sales, freedom, fun
AND/OR

They will have less frustration, confusion, isolation, fear

AND/OR

They now can love their life, fulfill their purpose, live their passion, achieve their dreams

4. Measurable statement of results. Do you have a specific percentage of people who have worked with you that can attest to the results they received? Fill in the blanks here if you can do this.

95% of the customers who follow my system improve their bottom line and increase their time away from the office by 50% in the first six months.

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Now we have a solid sentence forming, with several possibilities for endings. So here goes:

Option #1 – Ending with “More Of” answers

I work with (or help) independent professionals, network marketers and solo entrepreneurs grow their business to their first million in the next 1-2 years so they can have more focus, sales, freedom and fun!

Option #2 – Ending Using “Less of” and “They Now Can” answers

*I work with (or help) independent professionals, network marketers and solo entrepreneurs grow their business to their first million in the next 1-2 years **without the frustration** so they can achieve their dreams!*

Option #3 – Ending Using “They Now Can” answers

I work with (or help) independent professionals, network marketers and solo entrepreneurs grow their business to their first million in the next 1-2 years so they can love their life, fulfill their purpose, live their passion and achieve their dreams!

To any of these, we could add:

95% of the customers who follow my system improve their bottom line and increase their time away from the office by 50% in the first six months.