

Messaging:

Your Elevator Pitch & Your Point of View

Your Elevator Pitch

Your elevator pitch is your super short introduction of yourself and your business.

Think of it as the “And what do *you* do?” Conversation.

There are 2 ways to approach your elevator pitch...

1. Tell them who you work with & what problem you help them solve.
2. Tell them who you work with & what you help them achieve or create.

Use this simple fill-in-the-blank formula:

1. I help _____ who are struggling with _____ to do _____.
2. I help _____ to do / create / achieve _____.

You can also add on a benefit statement to the end:

- “... so they can _____.”
- “... so they don’t have to _____.”
- “... so that _____.”

Which version should you use?

In most cases, people will be more likely to spend money when you’re solving a problem they have.

But the best way to decide is to test it. Experiment with using both versions, and see which one gets the better response (especially when you're talking to a potential client).

Make sure to use your ideal client's language.

Because you're the expert, you often have a different "vocabulary" around the problem or issue.

Example:

You may know a woman has self-love issues. But all she knows is that she hates being alone and falls into one bad relationship after another.

So instead of saying, "I help women who struggle with self-love," try saying, "I help women who've been struggling with a string of bad relationships..."

Example:

You may know that the true result of working with you is total transformation. But your ideal client doesn't know what that even looks like.

So instead of saying, "I help women transform their lives," try talking about the specific things you see the keep popping up for your ideal clients. ("I help women who are tired of fighting with their teenagers...")

Your turn!

Use one of the fill-in-the-blank options:

1. I help _____ who are struggling with _____ to do _____.

2. I help _____ to do / create / achieve _____.

You can also add on a benefit statement to the end:

“... so they can _____.”

“... so they don't have to _____.”

“... so that _____.”

Your Point of View (POV)

Why do you need a POV?

Your Point of View helps to differentiate you from your competition. It helps you stand out, and helps to attract your ideal clients.

How to find your POV:

Answer these 3 questions...

What is your Topic?

Health, business, graphic design, yoga, etc.

What is your Opinion about your topic?

What is something you believe, with all your heart, that your ideal clients need to know about your topic?

What are the Consequences of not following your opinion?

What will or won't happen if someone doesn't learn what you have to teach?

Example: Cheryl Binnie –

- **Topic** – Copywriting
- **Opinion** – Everybody has powerful stories, lesson and beliefs they can share.
- **Consequence** – If you don't uncover and use those stories, lessons and beliefs, your writing will be boring and won't connect with your ideal clients.

Your turn!

Answer the 3 questions for yourself.

Remember – Don't be a perfectionist right now, and don't judge! Just write whatever comes, and then write the next thing.

1. What is your Topic?

This is the most general title you'd give your topic. If you were a book in a bookstore, what section would you be in?

e.g. Health, business, graphic design, yoga, self-help

2. What is your Opinion about your topic?

What is something you believe, with all your heart, that your ideal clients need to know about your topic?

Finish this phrase as many times as you as can (keep it relevant to your business topic):

I believe....

Now, think about things in your industry (your Topic) that make you angry, or break your heart.

When you see your potential clients struggling with something, what is the one truth you really want them to know?

Look at all of your statements, and see if there's one OPINION that resonates with you the most, or one that is an overarching umbrella for the rest. Write it (or recraft it) here:

3. What are the Consequences of not following your opinion?

What will or won't happen if someone doesn't learn what you have to teach?

Now let's put it together in a statement...

Tell us both your opinion AND the consequence of not following your opinion.

You can use an "if, then" statement:

- "If you never figure out ____, then you will always struggle with ____."
- "If you keep doing X, then you will always struggle with Y."
- "If you keep doing X, then you will never Z."

You can tell us what "most people" do or think:

Most people / entrepreneurs / women / men / _____ are stuck in _____ because they haven't figured out _____.

Most people will always _____ because they think _____.

Most people think _____. That 's why they _____.

When & where to use your POV...

- In speaking events.
- In your website copy.
- In articles and blog posts – though it doesn't have to show up in every single thing you write.
- At appropriate times in conversations.
 - Your POV is not your opening line at a networking event. (That's your elevator pitch.)
 - It MAY come up naturally, but don't feel like you have to force it into a conversation.

What if you're speaking to a group of people who “already know” your Point of View?

Let's say you're a meditation coach... and you're doing a presentation at a yoga studio. There's a good chance most of your audience will be familiar with what you have to say.

The problem is – if they think they already know it, they're likely not to listen to you.

So your challenge is to get them to pay attention, and to realize that yes, they need your help, too.

One way to do this is to call it out –

“Show of hands, how many of you have practiced some form of mediation before. Okay, and how many of you are familiar with the concepts of ‘mindfulness’ and ‘awareness’ and ‘being in the present moment’?”

“Great. We’ve all heard about these things. And for the most part, we probably think they’re a good idea, right? That’s why we come to yoga class. That’s why we come to workshops like this one.

But now I want you to get really honest with yourselves... How many of you feel like you’re actually *living* that kind of lifestyle? Where you’re actually mindful, and in the present moment all the time?”

And then, you transition into telling them that’s why *you’re* there. Because you have something that can help them.

Just remember – your POV will evolve and shift.

- Some of you are just getting started with your first few clients. Once you work with more people, you'll start to form stronger opinions about your Topic because you'll see more of the things people are struggling with, the false beliefs they have, etc.
- Some of you are in the middle of shifting your brand. You feel like you've recently gotten much clearer on what it is you DO and who you help, so you're ready to craft this new POV to match.
- Some of you have been at this for a while, but you feel like you've been lost in the crowd, without anything that really makes you stand out. It's time to stop being “nice” and trying to make everyone like you – it's time to voice your Opinion.
- At first, you may feel timid about your POV. You may be scared people will disagree. That's okay. The whole point of your POV is to help attract your IDEAL

clients, *not* the people who you are kind of lukewarm about. Your ideal clients are the ones who will become your raving fans – but they can't find you if you don't share your POV.