

How to Create a Killer Elevator Speech by Veronika (Ronnie) Noize, the Marketing Coach

When people ask me what is the single most important thing they can do to market their businesses successfully, I have what looks like a very simple answer. I tell them that all they really need to get started is a killer elevator speech! Sound simple? It is...and it isn't!

What's An "Elevator" Speech?

An "elevator" speech is really just a simple phrase (ideally seven to nine words) that distills the essence of your value to a particular customer base. It is the answer to the question: "What do you do?"

In marketing, we say: "Sell the sizzle, not the steak" and what we mean by that is to sell benefits, not features. The beauty of this concept is that once you've got it, you have probably successfully defined your target market, as well as the features and benefits of your product or service, thus defining the value of what you offer to your customers, which is a huge stumbling block for so many small businesses.

What Makes a Killer Elevator Speech?

- A great elevator speech, self-introduction, or practice statement (whatever you want to call it) is appropriate, credible, intriguing, specific, and brief (under 3.5 seconds).
- A great self-introduction establishes your credibility and professionalism, clarifies what you do, with whom you work, and why those people benefit from working with you. (Some of this can be implied.)
- It gets the desired/best possible response to your elevator speech: "Oh, really? Tell me more."
- If "so what" or "and?" responses are implied (or received!), you need to refine your statement.

Need An Example?

We'll use me as an example. My elevator speech is: "I help small businesses attract more clients." This simple seven-word statement tells people with whom I work, what I do, and what the benefit to my clients is. Let me break it down:

WHAT I do = help...attract

WHOM I serve = small businesses

BENEFIT(s) my clients reap = more clients

As a marketing coach, the truth is that I help people to develop systems and tools for marketing themselves with integrity and ease. But guess what? People don't care about the process or tools I offer, they care about the results of our work, which is why when people ask me what I do, I tell them "I help small businesses attract more clients."

My clients "need" marketing because what they "want" are more clients. That's a very subtle distinction, yet it speaks perfectly to my target audience because it focuses on their results, rather than my process.

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Creating Your Own Killer Elevator Speech

Boil it down to the essentials: **WHAT** you do, **WHOM** you serve, and the **BENEFIT(S)** your clients reap. You'll notice that I didn't put "HOW you serve" in that formula. That's for a good reason. Explaining "how" is about process (and you); your customers want to know one thing, and that is what's in it for them. Use the simple form on this page to work out your own killer elevator speech.

Formula for a Killer Elevator Speech

WHAT I do:

WHOM I serve:

What my customers NEED:

What my customers really WANT (BENEFITS of working with me or purchasing my product):

My Killer Elevator Speech

Example: "I [help] [small businesses] [attract] [more clients]."

I [] [] []

"I [WHAT: helping verb] [WHO: target market/ideal customer]

[] [] []

[HOW: deliver what the customer wants] [BENEFIT: key benefit or wanted result]."

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