

Media Magnetism

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Attracting – and Maximizing – Today's PR Moments

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Guest Blogs

If you'd like to leave a comment or ask a question in response to any of this month's blogs, please reference the title in your first line. Enjoy!

If you're a media professional who would like to contribute a guest blog, just drop me an email with your pitch idea at authorhamlett@cs.com and await further instruction on how to submit.

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"Your Business Elevator Pitch"

From the Desk of Noelle Sterne



Every business owner needs an elevator pitch. Whether you're actually in an elevator or on the Starbucks or supermarket line, you have the opportunity to "pitch" what you do. That starched executive, back-packed

student, or fashion-booted babe near you could be the next buyer of your product or services, or both. To mesmerize any prospective client, your elevator speech should pack in everything you love and need to do. And in 30 to 90 seconds—that's 25 to 100 words, depending how fast you can talk.

Jeff Hendrickson, a marketing designer, suggests asking questions and listing the main benefits (answers) of what you do. Author Chris O'Leary (who wrote a whole book on the subject) specifies nine essential pitch qualities: concise, clear, compelling, credible, conceptual, concrete, customized, consistent, and conversational. A tall order, but you'll create a good pitch by asking yourself two questions:

1. What makes me and my products/services unique?
2. How can my products/services benefit others?

Here are some examples. See how they weave in experience, description, and provoking inquiries:

- Almost since the birth of the Internet, I've helped business owners get their website ranked in top positions on Google for keywords others would use to find their business online. Wouldn't you like to generate more online traffic and sales?
- Our custom cake business, Born to Bake, takes your event seriously, down to the last crumb. Graduates of Le Cordon Brownies, we'll bake to your theme and match the frosting to your color scheme. A top hat, antique car, or clown with the birthday boy's face? No problem—how many layers? We set it up, supply complimentary silverware, and work with you to serve the cake that guests will buzz about until your next event. Come, sample, and drool over our portfolio.
- Can you imagine a strained Thanksgiving dinner with family arguments about marketing, loss, inventory, personnel? As consultants for thirty years to family businesses, we've seen and heard it all. You can't embarrass us, and we're experts at keeping your secrets. With relationship, marketing, strategic, and financial guidance, we help you go beyond grudges. We show you how to work successfully with your family members to build and sustain your business and enjoy your family Thanksgiving with less friction, more pride, and greater profits.

To write your own elevator pitch, take your time. Review your experience and what you offer. Recall successful clients and what you've done for them. Give it a few drafts. Test them against O'Leary's nine points. Show your latest to your team members and be open to suggestions. Then let your pitch sit. Come back again and revise. Memorize your pitch and rehearse it out loud. *Believe it.* Keep it on a scrap of paper in your wallet or tattoo it on your forearm. And the next time a potential client at a cocktail party, or in an elevator, asks you what you do, just hold up your arm and reel it off.

*Author, editor, academic coach, and spiritual counselor, Noelle Sterne publishes in print and online venues. Her book *Trust Your Life: Forgive Yourself and Go After Your Dreams* helps readers let go of regrets, relabel their past, and reach lifelong yearnings. www.trustyourlifenow.com*