

ELEVATOR PITCH TIPS

Creating an Impactful 60 seconds

Here are some top tips to help you deliver a clear message that will grab the attention of your listeners.

Please use these tips to craft a 60 second message about your business that you can work on during the workshop.

Your Elevator Pitch, 60 seconds, Monthly Minute, is a great opportunity to not only promote yourself and your business, but it's essential for informing your listeners about what is unique about you and the kind of clients you serve.

The key to success often lies in clear and captivating communication about your business along with the ability to show and inspire others to either work with you or to help you grow your business through recommendations.

Please see below for some tips on how to make this work for you.

Whether you are a Novice or an experienced speaker/networker, you need to consistently review your performance, keep it fresh and exciting and practice, practice, practice!

Practice and be Prepared!

Investing time EVERY time you are speaking, attending a networking event or recording a video will help you to achieve far better results than if you wing it!

Take time to think about who your target audience is. What will grab their attention? What will keep them interested in what you have to say, and listening to the end?

Being well prepared in advance of any speaking opportunities will not only help you to become more focussed and targeted in your messaging, it also helps to calm any nerves you may have around speaking in public!

So ensure you book time in your diary to think about and plan what it is you are going to say and how you want to say it. Start by planning in line with your goals for your business growth so that your messaging re-enforces everything you are doing in your marketing, website and social media.

How Will You Be Remembered Long After You Deliver Your Message?

Whilst you are preparing your 60 seconds you may want to consider how you are going to grab people's attention, keep them engaged and leave them wanting more.

How can you make your message memorable? Some successful speakers/networkers employ the use of props to add more visual recall to their words.



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Other ways to grab people's attention is to start with a **powerful opening** such as a great statistic, a searching question, a little known fact or a powerful quote.

Use humour and anecdotes to make it real rather than a stiff, highly polished presentation with no human connection.

Finish with a powerful close – again a great quote, your strapline or a funny line.

Doing something a little different will help you stay in peoples mind long after you have spoken and is far more likely to make them watch you the next time you present.

To Read From A Script Or Not To....That Is The Question!

I am a firm believer that if you need to be able to refer to notes whilst presenting and it helps you to present with confidence, then that's absolutely fine!

Just ensure the points you wish to communicate are in bullet form and in LARGE print so you don't have trouble finding your place when you make eye contact with your audience!

Referring to notes is absolutely OK and can be a great comfort if you fear you may 'dry up'. Just remember though that people buy people and their *passion*. If you wish to refer to notes, ensure you still inject your personality and passion in your message; sometimes when we read something out, this gets lost....

The best way to use notes is to write out your message, practice it, précis it and then bullet point it on postcards, which are easier to manage.

Your message should be exactly 60 Seconds!

People are busy and don't have time to listen to long monologues so make it short, punchy and to the point. If you are writing your message down, your entire presentation should be no more than 120 written words.

There's nothing worse than not using all of your allocated time. If you fall short and your message lasts no more than 30 seconds not only may you feel a bit frustrated when you finish, it also looks like you don't have much to say about your offerings and you have also lost out on a great marketing opportunity!

Equally, you need to be aware that the one minute format *works*! If you take more than a minute to talk about your business, people start to switch off and focus more on when you are going to stop rather than on what you are saying. Harsh but true! Keep your message snappy and to 60 seconds.

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A good time formula to work with is to spend 10 seconds on your powerful opening, your name, company name and profession. Another 30 seconds taking about one area of your business that you particularly want to promote. The next 10 seconds being really specific about what you want people to do and the final 10 seconds with your memorable close.

Be Succinct!

A common mistake in presenting is to try and get too much information across to your audience. Avoid trying to tell everyone about *everything* you do.

Try to focus on one area of your business. By keeping your message simple and your call for action clear, you have a much greater chance of everyone remembering what it is you said!
Most of all enjoy it!

If you are passionate about what you are saying, your audience will listen – passion is very contagious and people will feel inspired by your energy and enthusiasm.

In summary -

1. START WITH A POWERFUL OPENING THAT WILL GRAB THE ATTENTION
2. ESTABLISH YOUR CREDIBILITY - introduction / what qualifies you on this subject
3. YOUR Main Message - focus on **one key point** rather than a list.
4. CALL TO ACTION
5. MEMORABLE CLOSE