

What's Your 30sec Elevator Pitch?

What exactly is an elevator pitch and how do you craft one out?

"An elevator pitch is a brief, persuasive speech that you use to spark interest in what you do or promote."

Remember....We only want to give the "preview" to the movie, not the whole movie! So creating curiosity is key.

Ask yourself "what is my favourite part of the company?".....Is it the products and what they've done for me? Is it the fact that you are creating another stream of income in part-time hours, or having time flexibility to be there more for your kids? Whatever it is you are most passionate about in your business, should be what you craft into your elevator pitch.

How to craft an elevator pitch:

When crafting out what to say there are some key elements you want to include:

- 1) The Opening:
- 2) The Hook:
- 3) The Call To Action

The Opening:

Start with an interesting opening to create curiosity...
for example:

"I teach people how to".....

"I work with"....

"I found a way to"....

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The Hook:

This is where you want to share the benefit of what you love most (product or biz), keeping it simple without using direct sales/MLM terminology is best!

If you share the benefits of how your products or business has benefited you or how it can benefit them, instead of speaking about facts, you will have more of a chance at targeting the persons pain or desire (remember facts tell, but stories sell)

The Call To Action:

Your call to action should be crafted in a way that it encourages conversation.

There's an in-direct way and a direct way of using your call to action. It will depend on the person you are speaking to and how the conversation is evolving for which approach you feel is best. Usually in network marketing, the in-direct way works best as the prospect won't become offensive and will feel that they can find out more without any strings attached.

The Direct way can be something like: "Would you be open to taking a closer look at what we do and see if this is a fit for you?"

The In-Direct way can look like: "Do you know of anyone that may be looking for something like this?"

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Elevator Pitch Scripts

Here are example scripts of how your elevator pitch could look like. Remember, the more natural it feels and the more you make it your own. The more convinced and confident the prospect will feel in what you are saying.

Elevator Pitch Example 1:

"I found a way to get my identity back, have way more energy in the day and be able to keep up with the daily stresses of life. So many mums out there like me are struggling to look after themselves and have enough energy to get through the day and I'm so thankful that I've found the answer to my struggles. I am now on a mission to educate others on how to do the same. Do you know of any mums out there that may want extra energy and clarity in their day?"

Elevator Pitch Example 2:

"I teach stay home mums how to earn an additional income working from home. It's one of the most rewarding things I've ever done. I started doing it part time two years ago, and I've never looked back. It's has given me the opportunity to pursue my passion and have extra time to spend with my family. Do you happen to know anyone that could use an additional stream of income?"

Elevator Pitch Example 3:

I've spent many years looking for a business that will give me unlimited income and I found it 18 months ago. I'm a professional health advocate for a company that is at the forefront of anti aging. I've created a 6 figure income and help people just like you do the same".

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Remember The Goal

You can have multiple versions of your elevator pitch, for different product lines or different kinds of prospects. You should at least have two versions, one for your opportunity and one for your product, and use them accordingly.

Remember The Goal Is To:

- ~Create Curiosity.
- ~Show them that they can do this to.
- ~Show them that they want what you are doing.
- ~Never give out any extra information other than inviting them to look at a tool, resource, video etc after they seem interested to learn more.

Practice, Practice, Practice

Practice your pitch until you're able to say it comfortably and naturally. It doesn't have to be perfect and polished.

It's a good idea to record yourself using your phone, so that you can improve your posture, tone, eye contact and excitement level.

Or, get your team together and role play with each other....this can be a lot of fun!!

I hope this was of value to you and that you enjoy learning from it as much as I did creating it.

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