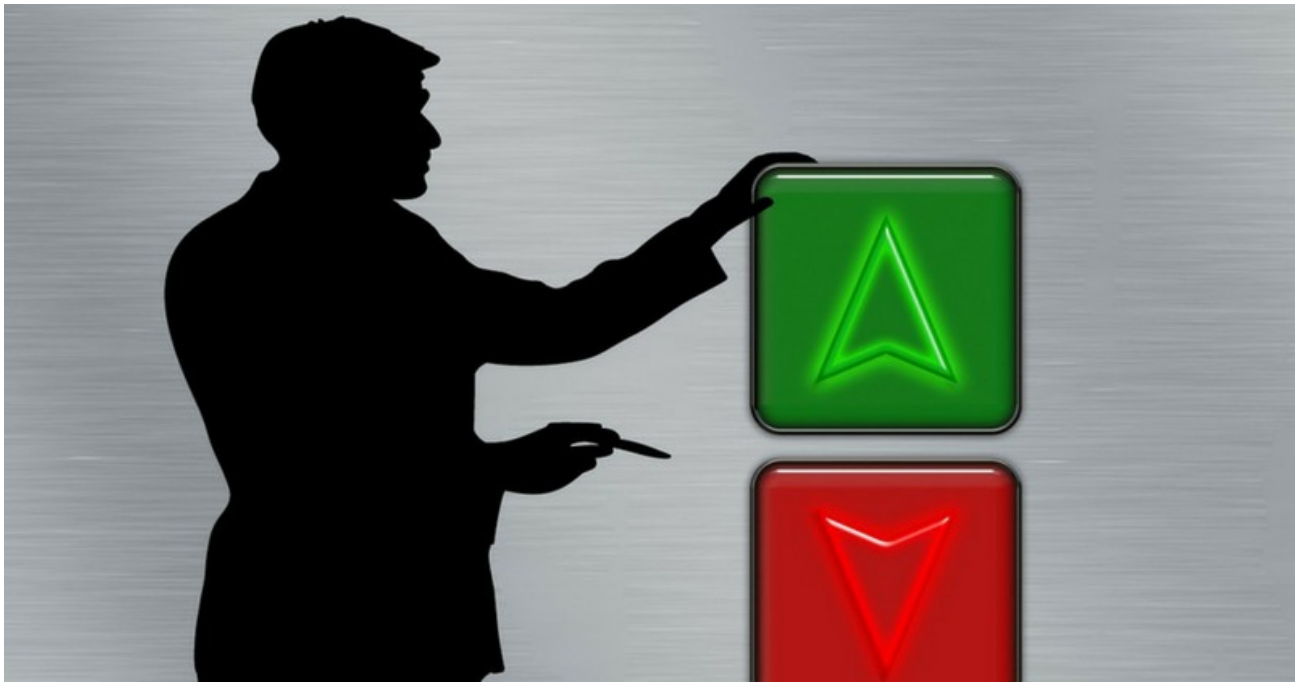
7 Tips to Craft a Memorable Elevator Speech

Entrepreneurs, salespeople and business owners need a ready-to-go a short, clear verbal pitch to explain their business, product or service to a potential investor, client or customer. Job seekers need an elevator speech ready in case they meet a potential employer. Make your pitch interesting and clear: your goal is to quickly catch their attention - not bore them with your life story!



1. **Keep It Short:** 30-60 seconds is ideal for an elevator pitch. If they're interested, they'll ask you questions. https://smallbiztrends.com/2016/10/elevator-pitch-tips.html
2. **Introduce Yourself:** People buy and connect with people, not a business. Don't just pitch your business: pitch yourself. Your name and credentials are who they'll work with.
3. **Know the Goal:** You want it to be memorable and interesting so that your audience is asking you to tell them more. http://articles.bplans.com/how-to-create-an-elevator-speech-with-examples
4. **Practice Makes Perfect:** Many people freeze when they have to perform. Practice delivering your elevator speech so its accurate - but not robotic!
5. **Know Your Audience:** The same pitch won't work on everyone, so its a good idea to have variations of your elevator speech that work with different types of prospects.
6. **Solve Their Problem:** Your pitch is about solving their problem, not yours. Explain how your product or opportunity or your skills can help them http://www.thesalesassassin.com/sales-blog/3-tips
7. **Close with a CTA:** Just like a good landing page, your elevator speech should have a call to action: say you'll follow up with an email, connect on social, or hand them your business card.

I am the Ultimate Sales Assassin! I can teach you to Master Your Black Belt in Sales. The Sales Assassin is available on Amazon: https://www.amazon.com/Sales-Assassin-Master-Your-Black/dp/0996269304