

Learn the Secrets of Attracting More Prospects, Clients, and Business in 30 Seconds or Less!

Hi, my name is Cindy Marshall and I'm in Marketing.

Hi! My name is Ann Slater and I work for UBS Financial Services.

Pop Quiz! What information were you able to extract from those two dazzling introductions?

Well, you know my name and that I'm in marketing. Marketing is such a huge field! How could I be any more vague than that? Ann says she works for UBS Financial Services. She could be the janitor over there for all we know!

If we're looking for business, we need to do a much better job of introducing ourselves. So today, we're going to **Learn the Secrets of Attracting More Prospects, Clients and Business in 30 Seconds or Less!** And, we're going to do that by developing an elevator speech.

What is an elevator speech? Let me give you the perfect example.

Let's say you stepped into the elevator here at the Marina Inn and suddenly discovered that the man standing next to you was George Clooney! You now have 30 seconds to convince Mr. Clooney that marrying you is absolutely the right thing for him to do. You have *30 seconds* until those elevator doors open and George walks out of your life forever!

That's exactly what an elevator speech is: 30 seconds to convince a prospective client that starting a relationship with you is absolutely the right thing for them to do.

It's a verbal business card that *attracts* rather than pursues. If your elevator speech is credible and convincing, you'll have George Clooney proposing to you on the spot! That's a much better scenario than you chasing him down the hall and getting tackled his bodyguards!

So how do you go about developing an effective elevator speech?

1. **Drop the label!** What does that mean? You label yourself when you use the phrase: "I am _____". For example: *I am a lawyer. I am a banker. I am in marketing. I am in real estate.*

Labeling yourself is a tremendous mistake because it gives the listener permission to write you off in less than five seconds! In their minds, they're thinking: *I already know what that is. I already have one. I don't need you. Good-bye.*

You've lost their interest and they'll have forgotten your name in the five seconds it takes for them to find someone more interesting to talk to.

2. **It's not all about you!** Don't talk about you, your products, or your services. Tell your listener what RESULTS you deliver and to whom you deliver them. Your listeners want to know: *What's in this for me? How can you help me?* Tie what you do with the three greatest human needs—health, wealth, and love. (I'm speaking of love here in terms of relationships.) How do you improve health, increase wealth, and find love? Don't sell your service, *sell your value.*
3. **Find a strong verb!** So many of us say "I help..." or "I assist...". Help and assist are weak verbs. You are demoting yourself to a subordinate level. You are the assistant and helper instead of the consultant, problem-solver, expert, or guru. You want to work with your clients

on a peer-to-peer level. Unless you really are in a helping profession, find a strong verb like manage, organize, teach, lead. Which sounds better to you? *I help businesses find the people most in need of their products and services.* Or, *I connect businesses with the people most in need of their products and services.*

4. **Dollarize or quantify.** This is a key concept and very powerful! If you can add a dollar figure to your results or summarize your techniques in so many steps, you gain instant credibility.

Which sounds more convincing to you? *I have a skin care company that sells the finest European skin care products using only the best herbal and organic products.* Or, *I have 2 skin care creams that will take 10 years off your face in 60 days.* Where can I sign up?!

You can say *I have 3 ways...* or *I have 7 techniques...* or *I teach people 5 secrets of cash flow and wealth building so they can leverage other people's money and hang onto their own.*

Here are more examples of dollarizing: *I show homebuyers how to save up to \$3500 on their closing costs.* Or, *I teach consumers how to save up to 30% on their home heating bill.*

(The examples I am using here are pure fabrication. Make sure the dollarizing and quantifying you do can be verified!)

5. If you can't figure out how to dollarize or quantify, **use your success stories.** People love stories and it's the best way to get your message across and have it remembered. For example: *Last year, my client was able to save her home from foreclosure and avoid bankruptcy by following my 3-step program.*

If you don't have a personal success story, share a success story from your company or from your industry. You can find these listed as case histories.

6. If you don't have a success story, then **give your prospects information that they don't already know.** This positions you as the expert. *Did you know that most moving companies pad their bills by 30%? I uncover 7 things that consumers should look for when preparing to move across country.* Or, *did you know that 95% of Americans will be broke when they turn 65 years old? I teach women how to become financially secure at any age.*
7. If all else fails, if you don't have the figures to dollarize or quantify, if you don't have a success story yet, if you can't think of any pertinent information, then **use a brain twister to capture the imagination.** *I find buried treasure. I find up to \$300,000 in hidden assets that people don't know they have. They can use it to invest in their future.* Or, *I put out fires. I handle consumer complaints in such a way that no customer ever leaves my store unhappy.* Or, *I am a matchmaker. I find the perfect employees for employers and the perfect employers for employees.* Now I used the "I am" label for that last one. But the label was so unusual; it created a need for explanation. You wanted to know more, didn't you?

Here's another example:

My name is Cindy Marshall, but you could call me Rumpelstiltskin because I turn straw into gold. My small business clients don't have the time, know-how or connections to effectively market themselves so they call me to spin ideas into hard-hitting marketing tools that get results. Now my clients find the marketing process much less stressful and more productive, resulting in more business for their business and more gold in their pockets! (You can't see this, but I pull a gold coin out of my pocket.)

Now you'll notice that I used a promotional product to create a **memory hook.** This reinforces the idea that my marketing services create wealth. I'm hoping that whenever you see a gold

coin, you'll think about me and my marketing firm and whenever you see me, you'll think about gold in your pockets!

Here are some final tips:

- Don't use jargon. Speak in your listener's language.
- Don't use "unhearable" words. Unhearable words are words that have been so overused that we no longer attach any importance to them. For example: *safe and effective, quality service, fast delivery, new and improved...*
- Skip the adjectives. Even if you think your products and services are *amazing, the greatest, the most exciting* and deliver *unbelievable* results, no one else does. Dollarize and quantify instead.
- Speak in third person. When you speak in second person, it sounds like you're giving a sales pitch and that's a quick turnoff. Instead of saying *I can increase your cash flow*, say *I can increase cash flow, period.*
- Don't tell them everything. Give your 30-second elevator speech and stop. Wait for a reaction. You'll know you have a great elevator speech when you hear comments like: *Really? Tell me more. How do you do that? Can I get your card? I have a project for you!*

Delivering a great 30-second elevator speech requires practice, practice, practice until you're completely comfortable with what you say and how you say it. And, once you have that great elevator speech, use it! Use it in your phone calls, voice mail, email and in your marketing materials.

You now have all the steps necessary to prepare an effective elevator speech. You no longer have any excuses. The next time you bump into George Clooney, I will expect to see an engagement ring on your finger!

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1. Don't label yourself!
Tip: You label yourself if you use the phrase: "I am a _____."
2. Don't explain what you do. Tell what RESULTS you achieve for others.
Tip: Tell how what you do creates better health, more wealth or greater love.
3. Find a strong verb!
Tip: Weak verbs are "help" and "assist".
4. Dollarize or quantify.
Tip: Use numbers to gain credibility.
5. Use your success stories.
Tip: If you don't have a personal success story, use one from your company or industry.
6. Feed them insider information
Tip: Give information that positions you as the expert.
7. If all else fails, use a brain twister to capture the imagination.
Examples: I find buried treasure. I put out fires. I'm a matchmaker.

More tips:

Don't use jargon.

Don't use "unhearable" words.

Skip the adjectives.

Speak in third person. Second person "you" is too sales-y.

Stop! Don't tell them everything.

More Resources"

Developing a POWERFUL 30-Second Elevator Speech That Could Double Your Business By Alan Boyer

How important is an "elevator speech" to your business? By Terri Murphy

Speak Your Business In 30 Seconds Or Less™ Teleclass Bootcamp at www.annconvery.com