

Simone Peer, Inc.

PROFESSIONAL CERTIFIED COACH - ICF MENTORING/SUPERVISION

CREATE AN ELEVATOR SPEECH: Your fundamental Marketing Message

The goal is to make your elevator speech provocative and inspiring. If someone else can clearly articulate the benefit and value what you do, then it makes it easier for them to market for you. You want your marketing message to evoke the Name & Face Rule. That is when you tell people what you do, for whom and why, you want a face and a name to pop into their heads, whether it's their own, or somebody else that they know. The reason is that they've heard the pain stories over and over, so they recognize that you could actually be the pain reliever for that story.

Keep in mind, your elevator speech is designed to help you sell the success they are looking for, not coaching.

A few helpers you can choose from for developing an elevator speech:

1. I support (*who*) in their desire to (*accomplishment*) by (*how*) (means of coaching or a signature system you develop or some key action you help them change).
2. I (verb) (who) to (benefit or goal).
3. On a piece of paper, make 3 columns.
 - Column A, make a list of compelling desires (interests, passions, goals, hobbies, values that represent characteristics of future coaches).
 - Column B is a list of Resources (include experiences, education, background, contacts, personal and professional community, family, friends, volunteer work, etc.).
 - Column C list opportunities (what you want or what people want; what unmet need could you be the answer to?).

Then complete this sentence: I could combine my interest in (item(s) from column A) with my experience/background/contacts in (item(s) from column B) to meet the needs of (item from column C). $A + B = C$

4. Who + the Problem they have + the Desired Result/Solution they are seeking (Benefit).
5. Who + the Problem they have + the Desired Result/Solution they are seeking (Benefit) + What/How it is Delivered

EXAMPLES:

I help coaches who struggle to fill their practice when word of mouth isn't working anymore.

I help boutique lawyers who struggle to fill their practice when word of mouth isn't working anymore. I have a system that helps them make more money, by attracting more clients, without having to put up a billboard.

PREPARING COACHES TO MAKE IT, so THEY NEVER HAVE TO FAKE IT!

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I help professionals who call themselves Coaches, but deep down inside don't really feel like one own the skills, competencies and markers in a way that they will never question their ability to coach, ever again.

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A more extensive process:
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PERFECTING YOUR ELEVATOR SPEECH

It's all about how you wordsmith your message

I'm homeless – please give me \$.

Vs.

You have a place to sleep and I don't, please help me.

Essential Elements of a Powerful Elevator Speech

A Name and A Face Rule: Ideally, you want your elevator speech to evoke a name and a face when you share it with someone. A great one will resonate so powerfully that the person hearing it will instantly think of either their self OR a name and a face of someone they know will pop into their head because you spoke exactly to something they know about that person. If no one pops into their head, it will mean that they legitimately don't know anyone who lines up with what you do. However, it also means that if or when they meet someone in the future who describes something that is a perfect fit, they will remember you and can make the connection between you.

Concise. Your pitch should take no longer than 30-60 seconds.

Clear. Use language that everyone understands. Use language that your people use to talk about the problems they actually have and the solutions or results they actually want. Don't use fancy words thinking it will make you sound smart. Don't use ANY jargon. Your listener won't understand you and you'll have lost your opportunity to grab their attention. Make it so anyone could repeat it or share it with someone else.

Powerful. Use words that are powerful and strong. Include EMOTIONS to grab their attention.

Visual. Use words that create a visual image in your listeners mind. This will make your message memorable.

Tell a Story. A short story that includes someone with a problem who finds a solution. Use a recent client example.

Targeted. A great elevator pitch is aimed for a specific audience. If you have target audiences that are vastly different, you might want to have a unique pitch for each.

***Goal Oriented.** A great elevator pitch is designed with a specific outcome in mind. What is your desired outcome? *

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No matter what, you want a follow up conversation. You may have different pitches depending on different objectives. For instance do you want to: make a sale, gain a prospect, enlist support for an idea, or earn a referral.

Has a Hook. This is the element that literally snags your listener's interest and makes them want to know more. This is the phrase or words that strike a chord in your listener.

Poor Examples:

Sara - Realtor : "Hi, I'm Sara with Seaside Realty. I provide all the services you need to buy a second home. I shop with you, write offers, and help with the inspections and paperwork to seal the deal. Let me help you buy that second home!"

"I'm Linda Smith of You Talk, I'll Write. As a ghostwriter, I take my client's great ideas and put them into writing, both online and in print. As an editor, I polish those words to a shine. I work exclusively with coaches, speakers and organizers. I've created an article writing tool and you can download it for free from my website xx

"I'm a chiropractor and I focus on diagnosis, treatment and prevention of mechanical disorders of the musculoskeletal system, with special emphasis on the spine so people feel better.

Great examples: (Identifies WHO and WHAT problem gets solved)

"I'm Linda Smith of You Talk, I'll Write. My clients have great ideas, but they're *intimidated* by the writing process, or they're *worried* about not writing well. So, as a ghostwriter, I take their great ideas and put them into words, both online and in print. And as an editor, I polish those words to a shine. I've created an article writing tool and you can download it for free from my website at xxxx.

A personal trainer - "I am Cory, a personal trainer, the one man who really listens to you. This month I am offering a "Work out with a Friend" program. We'll buff and pump and laugh our way through the workout so we have fun. Satisfaction is guaranteed."

You know how many people in the office always sit in the same position at their desk or behind their computer all day, and as a result of that, they experience muscle problems, back and neck pain? After a session with me, their pain is relieved and they feel energized and able to face their workload.

Think about which **EMOTIONS** you can include in your 30-second introduction.

People buy based on emotion, and so we need to help them make the link between our product and services and the **EMOTIONS** that either relieve (e.g. stress, worry or fear) or elicit (e.g. peace of mind, confidence or satisfaction). Use 'up and down' words such as: eliminate, gain, improve, reduce, increase.

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PUT IT ALL TOGETHER:

WHO: narrow description of your people

The perfect client description: _____

EXAMPLES: women, men over 50, Generation Y, small business owners, large corporations, entrepreneurs

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IDENTIFY THE P-A-I-N + SYMPTOMS: an active verb or verb phrase + how is the pain showing up in their life

The Verb + Problem: _____

EXAMPLES: fear, dislike, don't know how to, avoid, dread -> afraid to speak up and say what they mean

+

The SOLUTION: What they get by working with me with adverbs (faster, simpler, cheaper)

What I do is: _____

EXAMPLE: to speak their mind and their truth comfortably, confidently and gracefully

+

The RESULT: The real result that they're looking for

They Get or Become: _____

EXAMPLE: want romantic and/or work relationships that really work for them instead of against them.

+

Put it all together: _____

EXAMPLE: *I work with women who are afraid to speak up and say what they really mean. I help them to speak their mind and their truth comfortably, confidently and gracefully, so their romantic (and/or work) relationships really work for them instead of against them.*

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