“So, What Do You Do?”
Perfect Your Elevator Pitch!

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Why an Elevator Pitch?

Conveying What You Do
• Unique Selling Proposition Statement (USP) or Unique Brilliance Proposition (UBP)

• Positioning Statement/30-Second Commercial

Elevator Pitch Basics
• Length
  • 5 Second Hook
  • 30 Second Limit

• Be Prepared/Do Your Research

• Get to the Point

• Have a Conversation
  • Verbal Ping Pong

• Series of Smaller Pitches
Developing Your Pitch

- Write Down Your Accomplishments
- Describe each Accomplishment
- Narrow Down
- Identify a Theme
- Choose a Highlight
- Deliver with Confidence

The “How, Now, Wow” Method - Developed by my National Speakers Association colleague, Brian Walter

How = Home/Core Message

- Home is the core elevator pitch that you know well and can always rely on.
- Sample home/core elevator pitch: “I help busy professionals live more successful and passionate lives, and enjoy more productive and profitable careers and businesses by changing their mind set and behaviors.”
- Good to use if someone is very formal, or when you are unsure if the person you are speaking with can handle anything more clever or creative.
- It is the basic formula of what you do without mentioning your title.
- Brevity is key - do not be too wordy or you will lose the person.
- The focus is on what you do, who you do it for, and the benefits provided or results received.

- Your How Message:

Now = For Example

- Use this when the person seems genuinely interested (in other words, their eyes are not glazed over!) and/or asks for more information.
- This is your opportunity to provide him or her with examples of your work, the benefits you have provided, and the results that you have brought to your organization/clients/students, etc.
- Have 4 examples at your disposal to choose from depending on situation.
- “Now, for example, I just finished a time management project with a client that has not been able to attend his son’s soccer game in the last 2 seasons. Due to our intense work together to revamp his thinking and habits around time management, he has been able to attend 75% of his son’s soccer games this season.”

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• You should try to tailor your Now examples to the person you are speaking with or the situation, so that they are relevant.

• Your 4 “Now” Examples:
  1.

  2.

  3.

  4.

**Wow = The X Factor**

• This is the one you pull out only for people you think can handle it, for those you really want to impress with your creativity and cleverness.
• Don’t waste it on someone that seems bored, is interrupting in order to tell you what he or she does, or you can tell is giving you their attention in a perfunctory manner. (For that person, let them talk, listen, ask a few questions to engage him or her, and then if all else fails, politely excuse yourself and walk away!)
• “Wow” line is almost never your job title - that is part of your home/core message.
• The Wow line is that extra factor that sets you apart. It makes people interested because it makes you look cool, is memorable, and maybe a little punchy.
• Believe that it is cool to work with you and exude that. Share your passion.
• Brevity is key in the Wow line. If it is too lengthy, you will lose the person’s attention.

• Some ways to deliver a Wow elevator pitch:
  • Describe what you do like a movie trailer with the person you are talking to as the star. Tell a short interesting snippet of the work, and then end with the results.
  • Compare yourself to someone recognizable in popular culture, or even a cross between two people. For example, one I’ve used is: “I am like a cross between Rachael Ray and Sandra Day O’Connor.” Rachael Ray is warm, funny and sassy, and Sandra Day O’Connor is an extremely intelligent woman, having served as a Justice of the United States Supreme Court. Yes, I am trying to convey that as a coach, consultant and speaker, I have spunk and smarts!

• Your Wow Lines:
Elevator Pitch Tips

• Don’t speak the way you write.

• Play off of the person you are talking to.

• Master your key points.

• Change your pitch for those that know you.

• Turn your pitch into a question.

• Practice saying your pitch out loud, with feedback.

• Be willing to forgo your pitch entirely.

• Practice makes perfect!