

Elevator Speech



This is very important, but small element in describing what you do. We meet new people all the time, especially at weddings, funerals, bar mitzvahs, parties, functions, etc. You only have a few moments with strangers to make an impression, so you want to put your best foot (or fingers) forward.

To do this, develop a powerful sentence or two that describes what you do, without trying to explain ANY thing. You want to intrigue them, not scare them. It should be no more than 30 seconds and provocative enough to elicit a series of questions from them. If they want to know more they will ask. If people never inquire beyond your elevator speech, you're either giving them too much information in it,

or what you are saying is boring (or of no interest) to them. **Example...**

"I help people (or Vets, men, pregnant teens, or whatever,) overcome negative emotions like stress, anxiety, fear, grief, anger and guilt. I use a new, innovative technique that's a little like traditional therapy, except it has a physical element and it works in hours or minutes instead of months or years. It's really exciting and fulfilling!

Write yours out and memorize it, so that it flows naturally. Here's another example

"I specialize in working with women who have been diagnosed with cancer, or have overcome it. They face a lot of fears, anxiety, frustration and even guilt. I show them how to neutralize those feelings in a matter of minutes. That allows them to become more balanced and therefore reclaim their health. I do the same with..."

If they ask more give them your business card and ask for theirs so you can send them your website and more information. Here's mine:

"I specialize in working with business people (or cowboys, kittens, housewives, surgeons or Texans, etc.) who are stuck in some way; if they can't get started or never finish anything. If they just can't move forward, then I use a 'breakthrough process' to help get them get turned around and motivated very quickly.