The 7 Day Quick Start Program

Elevator Pitch Series

Attract As Many Clients As Your Business Can Handle... WITHOUT Spending A Cent On Marketing Or Advertising.
I want to welcome you to our E-Learning Marketing System. Think of this as your 'One Stop Shop' for all things small business. This is where we help you learn how to apply the strategies, tactics and resources you need to immediately generate leads for your business and get some revenue coming in your door.

This presentation is going to teach you the secrets to creating a compelling, lead generating marketing message specifically designed to instantly capture the attention of your target prospects. This is a message that will immediately compel any qualified prospect to immediately seek out more information from you regarding your product or service.

10 Second Elevator Pitch Template...

Do you know how... (list 2 to 3 negative emotions – frustrated, furious, overwhelmed, clueless, demanding, frightened, desperate, struggling, angry, concerned, worried) (ideal client description – dog lovers, young adults, chronic pain sufferers, overweight men, homeowners, business owners, brides-to-be, new mothers) are (what their hot button is – looking for a repair shop that is honest and fair, searching for a doctor who will spend more than 2 minutes with them, looking for long-lasting and possibly permanent pain relief, looking to buy that perfect “X”) but they (list 2 - 3 major frustrations – have no clue if the price is fair, have no idea what they need, don’t know who to trust, have no way to know if their being lied to or possibly ripped off).

What I do is... (action verb – help, guide, teach, review, provide, consult with, present) them with a (overview of solution – tested and proven method, quick and pain-free solution, revolutionary new procedure) that (solution to hot button – immediately attracts more client, instantly relieves their pain, puts them in touch with the help they need) so they can (list 3 benefits to them – live a pain free life, build the business of their dreams, finally give the perfect gift, find a contractor that won’t rip them off).
Jeweler

What do you do?

10 Second Elevator Pitch:
“I provide clueless guys who want to purchase that perfect diamond learn a fast and easy way to instantly assess any diamond so that they can determine the ones with the highest quality, the lowest price and the boldest customer protection guarantee in the industry.”

Really? How do you do that?

30 Second Elevator Pitch:
“Do you know how frustrated and clueless guys are looking to buy their loved one that perfect diamond but they have no clue if the price is fair or if the quality is high?

What we do is teach them an instant assessment method that helps them buy the perfect diamond so they can get the highest quality, pay less than half the retail price, and receive the boldest guarantee in the industry.”
DUI Attorney

What do you do?

10 Second Elevator Pitch:
“I provide frightened and concerned first time DUI offenders who want to avoid a felony conviction and mandatory jail time with the means to receive probation instead of a criminal felony charge, only pay half the normal fine, and obtain the help they need so that they can rest assured this unfortunate event doesn’t haunt them for the rest of their life.”

Really? How do you do that?

30 Second Elevator Pitch:
“Do you know how the law punishes young adults who receive a DUI by threatening them with a felony conviction that stays on their record forever, as well as mandatory jail time combined with an outrageous fine that can run into the thousands of dollars?

What I do is represent first time offenders as a former prosecuting attorney who has excellent rapport with the current prosecutor and judge, and since it is mandatory that all of my clients undergo mandatory drug rehab therapy, I can guarantee that I can secure a plea agreement with no jail time, a maximum $1500 fine and 1 year of probation... at which time all charges will be dropped from the offenders record.”
Consultants

What do you do?

10 Second Elevator Pitch:
“I consult with frustrated and struggling small business owners who want a marketing program that is affordable and easy to execute and help them implement the exact strategies and tactics they need so that they can instantly generate more leads, attract more clients and make more money than they have ever made before.”

Really? How do you do that?

30 Second Elevator Pitch:
Do you know how frustrated and struggling business owners are desperately searching for a proven and tested method that will increase their profits in the shortest amount of time, with the least amount of effort, and with the lowest amount of capital and risk?

What (I/we) do is provide them with a step-by-step marketing program that instantly generates more leads, attracts more clients and increases their revenue so they can make more money than they have ever made before.
Consultants

What do you do?

10 Second Elevator Pitch:
“We help struggling small business owners who want to dramatically increase their cash flow find the proven and tested strategies and tactics they need so that they can immediately generate more leads, attract more clients and make more money than they have ever made before… even in this horrible economy.”

Really? How do you do that?

30 Second Elevator Pitch:
“Do you know how business owners today are desperately looking for fast access to the answers they need to grow the business they want?

My company has created the world’s first business growth network that gives small business owners and entrepreneurs access to all the tools, resources and support they need to grow their revenues faster and… with greater confidence and certainty.”
Dog Trainer

What do you do?

10 Second Elevator Pitch:
“I provide frustrated pet owners who want their pet to stop their embarrassing public behavior such as jumping on strangers and never getting down when asked with the superior obedience training their pet needs so they can relax when they take their pet out in public, have them follow their commands to the letter and take tremendous pride in their pet.”

Really? How do you do that?

30 Second Elevator Pitch:
“Do you know how dog owners get frustrated and angry when their dog refuses to obey commands and frequently embarrasses the owner?

What I do is provide fast, expert training for your pet so they follow your commands to the letter, and I do it with love, care and respect that dog owners truly appreciate and want for their beloved pets.”
Business Attorney

What do you do?

**10 Second Elevator Pitch:**
“I help clueless business start-ups who want to set up the proper legal structure that maximizes their tax advantages so that they can increase their potential earning power, secure the financial assistance they need and instantly grow and develop a market dominating business.”

Really? How do you do that?

**30 Second Elevator Pitch:**
“Do you know how most start up businesses want legal guidance in structuring their business to maximize profits and obtain the financing they need to grow the business they want?

What we do is specialize in helping start-up businesses incorporate properly from the beginning by assessing their current and future growth plans... ensuring they set up the right long term structure and creating a business plan that guarantees they will secure the funding they need within 90 days to secure the long term success for their business or we don’t charge them for this service.”
Chronic Pain Relief Specialist

What do you do?

**10 Second Elevator Pitch:**
“I help people suffering from chronic and constant pain find total and complete relief within 90 days… without the use of health-destroying drugs.”

Really? How do you do that?

**30 Second Elevator Pitch:**
“Do you know how you or someone you love find themselves suffering from chronic health problems that causes major pain and discomfort?

Well what I do is treat them using a revolutionary new technology developed by NASA that completely eliminates their pain and suffering within just 90 days… guaranteed.”
Day Trading

What do you do?

10 Second Elevator Pitch:
We guide baby boomers as they attempt to recover the wealth they lost during the recent financial meltdown by using an innovative day trading formula that only requires 2 hours a day to learn, practice and ultimately implement… and allows them to directly and actively take back total and complete control of their retirement portfolio.

Really? How do you do that?

30 Second Elevator Pitch:
Do you know how baby boomers watched in horror as fear and greed decimated their 401k and often depleted their savings… and then sat helplessly as they were instructed to “sit tight” while their balance sheet plummeted like a stone?

Or pick one or the other of these

Do you know how baby boomers lost half of their accumulated wealth during the 2008 nightmare stock market meltdown that was the direct result of a get-rich-quick mentality, unscrupulous broker practices and the sale of investments designed to put money into the pockets of the broker and not their client?

We restore investor faith in the financial markets using a revolutionary day trading platform where we invite our members to physically observe our real-time day trading practices… and permit them to invest their own funds along with our own so they experience the same financial results we enjoy on a daily basis. This process allows our members to speed up their learning curve, minimize their potential for making errors and avoid costly mistakes.
Daycare

What do you do?

10 Second Elevator Pitch:
“I provide worry-free daycare services by giving concerned parents the ability to watch their child online anytime.”

Really? How do you do that?

30 Second Elevator Pitch:
“Do you know how you drop your kids off at day-care and then spend the rest of the day at work worrying about their safety and wishing you knew what was really going on?

What we do is relieve all doubt and worry every concerned mother feels by providing you with WebWatch… an online camera surveillance system you can access from home or work and watch your child whenever you want, relieving your anxiety and stress… and giving you complete peace of mind.”
Florist

What do you do?

10 Second Elevator Pitch:
“I help frustrated guys find that special, unique, once-in-a-lifetime gift that will leave her breathless and that she will remember for a lifetime.”

Really? How do you do that?

30 Second Elevator Pitch:
“Do you know how sick and tired you get of wasting your valuable time searching for that perfect romantic gift… only to find the same tired, boring things?

What we do is provide our frustrated clients with a special, unique, once-in-a-lifetime gift that will leave her breathless, score you major brownie points and keep you out of the doghouse for years to come.”
Retail / Wholesale:
Jeweler Specializing in Discounted Diamonds...

What do you do?

10 Second Elevator Pitch:
“I provide discounted diamonds with the highest quality, the lowest prices and the boldest customer protection guarantee in the industry.”

Really? How do you do that?

30 Second Elevator Pitch:
Do you know how you go to buy that perfect diamond but you have no clue if the price is fair or if the quality is high?

What we do is help you buy the perfect diamond by educating you on the quality, charging you less than half the retail price, and guaranteeing both our price and quality with the boldest guarantee in the industry… NO deal is binding until you have had your diamond appraised by the certified gemologist of your choice.