Create Your Own
“$1 Million Message” –
Elevator Pitch Template
Workbook

How To Build A
Multimillion Dollar Business
Your Step-By-Step Marketing Roadmap

The E-Learning Marketing System™
• The volume of content in this program can be overwhelming
• You have no idea where to go… what to do… or how any of this can help you and your business
• This mini video series has been carefully created to guide you to the content that can impact your business right now
• Our goal is to put some dollars in your pocket so you will want to remain with us as either a partner or a member in this program

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• The ONLY thing that will prevent this from happening is YOU!
• We have everything on our E-Learning site you will ever need to build the business of your dreams
• If YOU don’t APPLY the information, you’ll NEVER see results
• We’ve developed an entire series of these videos with each one of them focused on ONE specific strategy only
• We’ll walk you through that one strategy, step-by-step and show you exactly how to execute and apply it to your business
• You WILL put money in your pocket
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• However, please remember that these videos will only cover a mere fraction of the money-generating strategies and tactics, tools and resources we have available for you in this program

• While these videos WILL indeed make you a LOT of money right now… that revenue will pale in comparison to what we can help you make when we work together moving forward

Let’s Get Started…

• Small business owners today are desperate for proven and tested ways they can generate more leads, attract more clients and make more money

• Let’s show you a quick way you can do this WITHOUT you having to spend a dime

• Since these mini videos are going out to a wide, diverse group, I will need to select various businesses to use as examples throughout this series

• The strategies and tactics you will see are applicable to EVERY business on the planet
Marketing Examples

• I’m going to begin by using a real estate agent as an example
• You probably aren’t a real estate agent yourself, but this same process will work for doctors, attorneys, plumbers, window washers, accountants, hair salon owners, retailers, wholesalers and even dog walkers
• All the strategies you will receive throughout this video series are universally applicable to every business.
• It may require some slight tweaking, but if you ever have any questions as to the proper way to apply these strategies to your business, please don’t hesitate to contact us immediately

Lead Generation Example

• You’re a new real estate agent and you’re desperate to find sellers who need to sell their home quickly and for top dollar
• You have no money for marketing and no prospective sellers
• Your broker offers an online marketing system that works so well, it allows you to offer a 29 day sales guarantee
• If the home doesn’t sell… the sellers don’t pay commission
• What would you do if you had zero marketing dollars and no listings in sight, and yet you need to get some listings… and fast?
Lead Generation Example

- After she logged into the system, she went to the “More Leads” link on her dashboard
- Click on “Strategies We Use To Generate Leads”
- Click on “How To Network Your Business To Success”
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Lead Generation Example

• After clicking on the Networking link, she discovered that the best networking strategy to use is an elevator pitch
• An elevator pitch is a 10 to 30 second mini-commercial that highlights the major benefit you provide to your prospects that your competition does NOT
• It immediately separates you from your competitors, and makes you the logical choice to do business with
• It becomes the basis for all of your marketing
• We refer to it as your “million dollar message”
She decided she would create a compelling elevator pitch targeting prospective “home sellers”

The elevator pitch link contains a step-by-step template to create a 10 second elevator pitch that instantly grabs a prospect’s attention.

And a 30 second pitch template that engages the prospect to immediately want to know more about her services.

Both templates contain specific and easy-to-relate-to elevator pitch examples that makes this a paint-by-numbers approach.

Why This Is Important…

The first thing anyone says to someone they have just met is “what do you do?”

Typical agent response is “I sell real estate”

A seasoned agent may say “I help buyers and sellers complete successful transactions”

Still doesn’t make you jump up and down does it?
But our rookie agent followed the elevator pitch template to the letter, and created an elevator pitch unlike any other:

“I help frustrated homeowners who are struggling to sell their homes in these financially troubling times to sell their home in 29 days or less... and for top dollar... guaranteed.

If you were preparing to sell your home, and you heard a real estate agent say that brief 10 second pitch, would you be lining up to ask them “how do you do that?”

And when she’s asked that... she could respond with her 30 second elevator pitch version that was in their E-Learning Library.

Networking Example:

It would sound something like this...

“Do you know how homeowners today are discovering that their homes are now worth half of their original price and that it often takes more than a year to sell their home?

I use a revolutionary new property listing process that less than 5% of all real estate agents even know about... and that is so successful I can guarantee any homeowner... in writing... that I will sell their home within 29 days of taking their listing... get them top dollar based on their current appraisal... and if I fail... I sell their home for FREE!”
Networking Example

- Her results...
- The very first networking event she attended, she ended up with 4 home listings for sale
- Two of them sold within 2 weeks
- Her commission totaled over $12,000
- Not bad considering there were only 15 people at her event

Networking Example

- Our elevator pitch template gives any small business owner the ability to create multiple, powerful & compelling messages that get real results
- This is one of the best ways for any small business owner to generate a massive number of leads in a short amount of time for absolutely zero dollars in cost

30 Second Elevator Pitch Template...

Do you know how... (list 2-3 negative emotions - frustrated, fuzzy, overwhelmed, unclear, demanding, frightened, desperate, struggling, angry, concerned, worried)

(ideal client description - dog lovers, young adults, chronic pain sufferers, overweight men, homeowners, business owners, brick-to-be, new sole proprietors) use

(what their best solution 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 in last button - immediately attacks price-clincher, instantly solves 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)
Networking Example

So how would you like to have your own compelling 10 second... 30 second and even a 60 second elevator pitch that instantly grabs your prospects attention and all but forces them to engage with you?

What are you waiting for?

You have VIP access to everything you need to do all of this

Use our Elevator Pitch Template to create your very own “million dollar message.”

E-Learning Marketing System

Our E-Learning Marketing System gives you access to all the tools, resources, strategies, tactics, templates and support you need to build the business of your dreams

It was designed to help all small business owners to instantly generate more leads, attract more clients and make more money
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• Our next mini video will continue with this same format
• It will feature another specific strategy designed to make you money and grow your business
• We’ll walk you through it step-by-step so you not only know where the information is on this site, but so you know exactly how to APPLY it so it works… and makes you money
E-Learning Marketing System

Designed to get **YOU** results!