Let Us Help You Create Your Own “$1 Million Message” – Elevator Pitch Library Workbook

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

The E-Learning Marketing System™
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.

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.

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.

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.
Real Estate Example

• Our first strategy focused on selecting a lead generation strategy for a real estate agent

• She was brand new in the business and had no leads, no contacts, no clients and of course... no money.

• She needed to hit the ground running and begin to generate immediate revenue

• She decided her target market should be home sellers

Elevator Pitch Template

• Since she was a people-person, she selected Networking as her preferred way to generate leads

• The tactic she elected to use was the elevator pitch

• She then used our revenue generating elevator pitch template to create her own pitch, and it immediately separated her from her competitors and made her the logical choice to do business with

30 Second Elevator Pitch Template...

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

- (Ideal client description - dog lovers, young adults, chronic pain sufferers, overweight men, business owners, brake-to-be, new parents... use)

- (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")

- I'm sure you know... (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).

- I can help you... (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

- I get to the bottom - immediately attracts more clients, instantly solves their pain, puts them in touch with the help they need) so they can

- Let's benefit 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.)
Your Feedback

- Several of you sent us your own elevator pitches and told us it was the first time as small business owners that you honestly felt you knew exactly what to say and when to say it in order to convey what really makes your business so special and why your prospects would be nuts NOT to buy from you… and you alone
- However, some of you told us that while the template was a valuable tool, you were struggling to come up with what it was that truly made your business special
- Many businesses compete solely on price

Niche Markets

- What if you see that K-Mart is offering a lower price than Walmart, but you still elect to go to Walmart?
- Ask yourself why… more convenient, less hassle, better return policy, better customer service, more variety, more checkout lines
- Whatever the reason, THAT could become your differentiator
- The key to building a successful business is to find a way to separate your business from all the other that are just like you
- Select a “niche market” and then build your business to give that niche market what it wants
- If you do, you will quickly dominate that niche
Real Estate Niche Market

- That's what our real estate agent did
- Her broker recently purchased an online marketing system that worked so well, it allowed his agents to offer a guarantee that the homes they listed would be sold within 29 days… or else the sellers don’t have to pay the real estate commission
- How many other real estate agents offer that type of guarantee
- The answer… none of them do
- Isn’t that what every home seller wants… a quickly sale?

Select Your Niche Market

- This is a critical fundamental for all small business owners
- On your dashboard, click on More Leads
- Click on Fundamentals
- Click on How We Create So Much Value That We Can Charge Twice As Much As Our Competitors
- This video should help provide you with some innovative ideas and get you thinking about ways to make your business unique
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Real Estate Niche Market

• We can offer some additional help for your elevator pitch
• Our agent had that online marketing system that allowed her to make that incredible offer that they would sell their home within 29 days, or the sellers wouldn’t pay a sales commission
• Since that made her unique, she was able to use our elevator pitch template to position that uniqueness and create a compelling message that flooded her with new leads
Real Estate Example

- Home SELLERS are only half of the available real estate market
- What if our real estate agent found herself in a room full of real estate investors looking to BUY… instead of home owners looking to sell?
- She could use the elevator pitch template to create a laser-targeted message that would compel investors to want to know more about her services… but check out this second option

Elevator Pitch Library

- Our agent could click on the More Leads link on her dashboard
- Then click on Resources We Use To Generate Leads Using Our “Done-For-You” Competition-Crushing Marketing
- Here we have 9 specific marketing libraries loaded with every conceivable piece of marketing collateral that any small business owner will ever need
- These libraries include advertising and marketing pieces, elevator pitches, emails, sales letters, scripts, TV ads
- Contains ready-to-use material
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Elevator Pitch Library

- Our real estate agent simply needs to click on the elevator pitch library link
- Click on Select Your Specific Business
- Scroll down and click on real estate
- She now has her choice of several ready-to-use elevator pitches that will help her compel every prospective home buyer or seller she meets
Our real estate agent simply needs to click on the elevator pitch library link.

Click on Select Your Specific Business.

Scroll down and click on real estate.

She now has her choice of several ready-to-use elevator pitches that will help her compel every prospective home buyer or seller she meets.

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When one of these investors would ask our agent “what do you do?” she responded by saying...

“I help savvy real estate investors take full advantage of the current drop in real estate values by showing them how to acquire multimillion dollar homes for no money down and add millions to their net worth overnight.”

When this now interested investor would then ask her “how do you do that?” she would respond by saying...

“Do you know how real estate investors feel they may be missing out on the greatest time in recent history to acquire million dollar properties for pennies on the dollar?”
I help these investors identify the hidden cache’ of available multimillion dollar homes that are truly once-in-a-lifetime deals… and show them how they can buy these homes with no money down and become an overnight millionaire!”

Again, do you think this type of message just might raise some interest… and have these investors clamoring to want to learn more about what she offers?

Elevator Pitch Library

• If you experience any difficulty using the template when writing your own elevator pitch
• Then see if your specific business is listed in the Elevator Pitch Library
• Use the ones there or alter them
• They may trigger some ideas for making your business unique
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• 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

E-Learning Marketing System

• 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!