

Your “Elevator Pitch” or 30 Second Commercial

~ *Goal of the “Elevator Pitch:”*

1. To stimulate enough interest for a follow up get together.
2. Try to determine the focus of the “investor” (i.e. Prospect).

~ *Reality Check:*

1. What works for one type of person – may not work for another.
2. You may only have 30 seconds to make an impression.
3. There is no such thing as a “perfect pitch.”
4. Too much wording or industry jargon (buzzwords) makes you sound like a commercial (i.e. Fake).
5. Test your pitch (On friends, family and especially other entrepreneurs)
(Use it as an excuse to connect).
6. Then, ask for honest feedback!
7. Until you have a proper discussion, you won’t really know if the “prospect” is a good fit.
8. Until you have a proper discussion, you won’t really know if the “prospect” can refer you to a colleague who would be a good fit.

~ *Focus on:*

The Follow Up!

(i.e. suggest a follow-up meeting / suggest an exchange of business cards).

~ *Steps:*

1. Make the pitch.
2. Try to determine the focus of the “prospect.”
3. Follow up.

~ *The Pitch: Options...*

- #1 “I’ve been working on a proprietary business model that helps entrepreneurs improve their bottom line; and the company is expanding rapidly.”
- #2 “I’ve been working on a proprietary business plan that helps investors improve profitability; and the company is scaling up rapidly.”
- #3 “I’ve been working on a proprietary business prospectus that helps business owners improve cash flow; and the company is growing rapidly.”

~ *Conversation Advancers:*

“Do you have any investments that are thriving during the downturn?”

“Do you have any ventures that are thriving during the downturn?”

“Do you have any projects that are thriving during the downturn?”

“How open are you to additional income options?”

“What have you done to protect yourself in these difficult financial times?”