



## The Irresistible 60 Second Elevator Pitch

**Step 1** Are you \_\_\_\_\_? Do you \_\_\_\_\_? Have you ever \_\_\_\_\_?  
(Create one concise and clear question that focuses on your prospective clients or customers biggest pain.)

**Step 2** I am \_\_\_\_\_ (Your Name)

**Step 3** ...the \_\_\_\_\_ (CEO/Founder/Author) of \_\_\_\_\_.

**Or** ...the \_\_\_\_\_ (Your Position) with \_\_\_\_\_ (Company).

**Step 4** I (We) Specialize in / Work with \_\_\_\_\_

- ☆ I specialize in helping women overcome adversity so they can...
- ☆ I specialize in teaching businesses how to improve their bottom line and....
- ☆ We work with self-employed professionals and coaches who...

**Step 5** I (We) am (are) Committed to \_\_\_\_\_

- ☆ I am committed to finding solutions that solve your biggest weight loss challenges and focus on your ultimate health and lifestyle needs.

**Or** I (We) am (are) Passionate about \_\_\_\_\_

- ☆ We are Passionate about helping others achieve social media success so you can...

**Step 6** As a result of my (our) \_\_\_\_\_

- ☆ innovative programs, my clients transform their health challenges into lifetime results.
- ☆ successful growth strategies, we are transforming the financial industry.

**Step 7** If you or someone you know is ready to \_\_\_\_\_

- ☆ say good-bye to clutter for good, it is time to learn about my clutter clearing success strategies.
- ☆ accelerate their business and get laser focused, I guarantee results.

**Step 8** To learn more about my (our) \_\_\_\_\_ see me at the end of the meeting or go to \_\_\_\_\_ .com. That is \_\_\_\_\_ .com.