

REFINE YOUR STORY: A SIMPLE WAY TO PUT TOGETHER YOUR “ELEVATOR PITCH”

An "elevator pitch" is a very brief way to describe your services to somebody who knows nothing about you. It needs to reflect clearly what you do and be specific enough that it resonates with the person you are talking to. There are four main elements that any good "elevator pitch" consists of.

1. The Character (Who are the people that you work with?)
2. The Problem (What are they dealing with?)
3. The Plan (How do you work with them?)
4. The Success (What will they get as a result of their work with you?)

Here is an example of an elevator pitch of a yoga teacher: “I teach yoga one-on-one to older professional women to help them deal with aches and pains and general effects of aging, so that they could stay active, resilient and strong.” Here are all the main elements in this short story:

1. The Character: Older professional women
2. The Problem: Aches and pains and general effects of aging
3. The Plan: One-on-one yoga
4. The Success: To stay active, resilient and strong

It doesn't mean that this is the only type of students that the teacher works with, or that these are the only things she teaches. But it is specific enough that a person is able to recognize herself and her problems in that description and quickly decide whether or not she wants to give those services a try.

Or, a yoga therapist who writes a blog for yoga teachers might say this: “I provide continuing education to yoga teachers to sort through the noise of conflicting information on different yoga subjects, so that they could design meaningful and effective yoga practices for their students.” Here are all the main elements in this short story:

1. The Character: Yoga teachers
2. The Problem: Sort through the noise of conflicting information on different yoga subjects
3. The Plan: Continuing education
4. The Success: To design meaningful and effective yoga practices for students

It usually takes time and some serious refinement to make sure that your message is brief and reflects clearly what you do. That's why it's useful to test different versions of your one-liner in your conversations with different people and see what evokes the most enthusiastic response. Once you streamline your message, you will need to use it frequently in conversations and in your marketing materials to make sure that other people can reproduce it and use it to recommend your services. This is the best way to build a strong referral system.

This type of messaging is very effective because it identifies the challenges that specific people face (so that they feel seen) and then offers them a path to overcome those challenges. Ultimately, each one of us is looking for a way to evolve. This evolution encompasses a wide variety of things: alleviating pain, losing weight, increasing athletic performance, mastering a skill, becoming better at managing one's finances, time, tasks, emotions or relationships, and so on. We all want to be better at something or just learn to accept ourselves the way we are. We can help our students identify and envision that aspirational identity they strive toward and show them that we are invested in their transformation.

Use a worksheet on the other side to create your own elevator pitch by using the template above.

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VERSION 1

The Character (Who are the people that you work with?)

The Problem (What are they dealing with?)

The Plan (How do you work with them?)

The Success (What will they get as a result of their work with you?)

Put it all together - your “elevator pitch”

VERSION 2

The Character (Who are the people that you work with?)

The Problem (What are they dealing with?)

The Plan (How do you work with them?)

The Success (What will they get as a result of their work with you?)

Put it all together - your “elevator pitch”