

ELEVATOR SPEECH

How to answer: “What do you do for work?” or “What is your business about?”

An “elevator speech” is a short, compelling message that you share with a prospect during a brief encounter (such as going up a few floors in an “elevator”) to communicate what you do in a way that will generate some positive interest. Typically this leads to the next step which is exchanging your business cards (social media info), at the very least, or another chance to connect and have a more detailed discussion.

If they are someone you know, it’s important to first think about their background, their likes/dislikes and their HOT buttons. Also, the type of conversations you’ve had with them in the past and the type of influence you have with them.

The best way to format a compelling “elevator speech” is to keep it SIMPLE and focus as much as possible on what’s important to the other person vs. talking about yourself. You want to position what you do in a way so that other people can easily understand the value and recognize how our products or business can help them. Make sure you customize it to fit who THEY are. In the words of Tony Robbins, “let your PROSPECT determine your presentation.”

KEY POINTS

- Focus on your **PROSPECT** (not you)
- Communicate clearly what the product/business can do for **THEM** (results, benefits, experiences, feelings)
- Show what you help them **AVOID** (pain, problems, costs, etc.)
- Focus on **WHY** (they should use the product or join your business) over **WHAT** (what’s involved, the details, logistics, etc.) **“Why”** connects people to their **EMOTIONS**. It provides them with reasons and motivation to buy your product or take action. **“What”** focuses on information and logic, such as the features of your product or business. (“What” can be interesting but it won’t motivate people to take action in the same way that “why” does.)



Make sure to practice memorizing a few of your responses EVERYDAY within your first 30 days.

Examples that WORK

- *"I am a brand partner with a HOT new online retail brand and we get paid 50% retail when someone purchases one of the products that we post on social media – and we do it all from our phone."*
- *"I help people get into the best shape of their lives mentally, physically and financially :-)."*
- *"I do marketing and promotions for a brand new and very unique weight management solution that is focused on natural and healthy weight loss. (add a testimonial)"*
- *"I distribute the highest absorbable form of liquid collagen and hyaluronic acid in the world and the benefits are cellulite reduction, improved joint mobility, thicker hair and longer nails. I have a private Facebook group I can add you to so you can see the thousands of before and after pictures."*
- *"So, do you know how there are two contributing factors that age you from ... your skin looking wrinkled to your bones and joints creaking and causing discomfort? Well, I personally distribute a liquid collagen product that helps with both."*
- *"I run a really fun business that I do all from my cell phone and on Facebook & Instagram, where I get paid to promote _____ (choose the product that fits their demographic: **If they are young, say** "a healthy energy drink/supplement that tastes really good and does not make you jittery or crash," **if they are over age 40, say** "an anti-aging product that helps to reduce wrinkles from the inside out and get rid of joint discomfort," **if they are a woman, say** "a product that gets rid of cellulite, shrinks fat cells, specifically in the belly area," etc.)."*
- *"Do you know how people suffer from pain, lack of energy, lack of sleep or they just want to feel better and get healthy? What I do is show them a way to enhance their health and quality of life with all natural products that actually work!"*
- *"Do you know how a lot of people are looking to shrink their waist without having to do any crazy diets? Well, I am an online distributor for a global health and wellness company that markets an incredible detox and cleanse product. (share your story or someone else's)"*
- *"I have my own home-based business. What do you do? (Pause. Wait for a response.) Awesome! Well I market a product for people that _____ (like to go to the spa and get facials, want to lose weight, have more energy naturally, get better sleep, etc.). Do you know of anyone that might like to know about a product like that?"*

- *"I support people in their desire to live stress-free lives through a regular health maintenance program of exercise and nutrition."*
- *"You know how everyone seems so busy lately? I help people to grow a part-time business working from home to free up more time and FULLY enjoy life!"*
- *"I teach people how to become entrepreneurs and show them how to start their own business in their spare time working from home."*
- *"I actually show Uber drivers how to make extra money working from their cell phones in between rides."*
- *"I help plastic surgeons make their work look better and their patients heal faster."*
- *"I help athletes perform at their peak level, supporting their healthy cartilage and connective tissue."*
- *"I own a liquid collagen business and I market a drink that makes you look younger, although YOU probably wouldn't need it but you may know some folks that do :)."*
- *"I show people how to have the healthiest lifestyle ever."*
- *"Do you know how everyone seems so stressed out and busy lately? I help people to relax and enjoy their lives more by working with a really fun business project that pays us to help people get healthy (make money from home)."*
- *"I own a marketing and distribution company in the areas of health and wellness, collagen, anti-aging & skin care and energy & weight loss."*
- *"I show people how to make money on Facebook & Instagram, using their cell phone."*
- *"I market a system that helps shrink your waistline. It includes a really smooth detox and a thermogenic that keeps you fired up all day long without the jitters. (Share a story) If you would like, I can add you to our private Facebook group and you can see some of the incredible before & after pictures."*
- *"Do you know how many young people are out of work or underpaid especially right now? Well, what I do is I help young people make money working from their cell phones and on the internet so they don't have to work two jobs and they can have fun and work with people they like!"*
- *"I help moms to make a great income working from home." OR "I help moms to make a great income working from home, so they don't have to feel guilty about missing out on time with their kids."*

- *"I help small business owners to boost their monthly income with an extra source of revenue." **OR** "I help small business owners to boost their monthly income so they can sleep better at night, knowing they don't have to worry about their retirement fund."*
- *"I help baby boomers to feel healthy and have tons of energy." **OR** "I help baby boomers to feel healthy and have tons of energy, so they don't miss out on the fun retirement years they've worked so hard for."*
- *"I show people how to earn money using sweat equity instead of the bank's money so they can stay out of debt."*
- *"I show college kids how to make extra money from their cell phones, so they can pay off student loans and other bills and have fun doing it!"*
- *"I show teachers how to supplement their income and really get paid what they are worth."*
- *"I show young people how to get paid to drink and share energy drinks."*
- *"I am in the liquid collagen business."*
- *"Do you know how a lot of people wait until the last minute to plan for their retirement? Well, I am an emergency retirement planner, and I show people a simple plan to earn a solid part-time monthly income working from home – what they should have had saved in the bank earning interest – without having to save a ton of money with hopes of it growing in the risky stock market or a low-interest bank account. Let me give you an example... (ask questions from the Wealth & Retirement Analysis Worksheet)."*