



WRITE YOUR ELEVATOR PITCH IN THREE STEPS

1. WHO are you?

Let's start with the simplest question. What is your name and what's the name of your company?

Example:

My name is Eda (spell it out if you have an unusual name like I do. That's E as in "Echo", D as in "Delta", A as in "Alfa") and I'm the founder of WpG which stands for WritePublishGrow.

YOUR TURN:

2. WHAT do you do?

What you do may not be obvious from your company name and you will need to give a concise explanation of your services and products.

It's important to incorporate an element of WHY into answering this question that speaks to your personal purpose statement.

Example:

I'm a business Storyteller.

I've been a storyteller all my life and worked in marketing for the past seven years honing my skills in telling stories on behalf of businesses to entertain and inform their audience.



I labor to transmute the base metal of business as usual into the gold of story which builds strong relationships with your audience.

I do this by interviewing Information Communication Technology professionals and founders of software companies to tell their stories across websites, newsletters, blogs, etc...

YOUR TURN:

3. WHO do you help?



Take a moment here to visualize your ideal client and describe him or her.

This is the person who derives the most value out of what you provide in terms of services or products.

Example:

I've been having great success helping the founders of ICT and software development companies - who've been in business for five years or longer - attract high quality people to their business through ramping up their communications.

YOUR TURN:
