

YOUR ELEVATOR PITCH

1. If possible, let the other guy go first

"Hi, I'm _____, Tell me about you."

If you can get some information, you'll be better able to contribute something useful.

2. Who is your audience?

If you know what they are looking for, you can better tailor your remarks

3. Be Brief, Be Memorable & Be Gone

Speaking is the new competitive advantage.

Keep it concise and compelling.

What can you do well?

Maybe you've done it before; maybe not.

If you say you can push a tree over &

you can't, that's bragging;

if you CAN, that's impressive.

Don't be embarrassed about what you actually can do.

4. Can you do it in seven words?

Virtual Office Support, save time maximize efficiency

Jamie Pirowskin

eSlide: Presentation graphics for high-stakes meetings

Marshall Makstein

Sales consulting to win more new business.

Adrian Miller

Validate ideas, avoid mistakes, custom StartUp resources

Mary Scott

5. Understand the "pain" and speak to how you make it go away.

Sample of good email introduction:

How hard is it for growing businesses to find an IT partner that is not only competent, but also trustworthy, responsive, and a pleasure to work with? It's hard- really hard. Unless you're reading this e-mail.

We help busy, growing businesses find "right fit" highly skilled IT personnel so they can stop worrying about IT and increase revenue.

6. Can you do it in twenty words?

Virtual Office Support, save time maximize efficiency

Jamie Pirowskin

eSlide: Presentation graphics for high-stakes meetings

Marshall Makstein

90% of StartUps fail in the first five years. We help female startups avoid mistakes, find custom resources and succeed.

Mary Scott

7. Practice & keep it fresh. Don't be discouraged; not everyone is ready for you yet.



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