

Can you state your **Value Proposition** in 10 words or less?

What is a value proposition and how can you discover yours?

Your value proposition statement is the center piece of your elevator pitch. It reflects the higher level benefits that your clients receive from you, not just what you do for them. To “discover” your value proposition, consider asking these questions of your past and present clients or the people who know you and your work well.

- 1. What VALUE did I create (or do I create) for you?**
 - a. What’s so great about that?
- 2. What do you think I’m BEST at?**
 - a. Why is that important? Why is it valuable?
 - b. Why do you choose to work with me (my company) versus others?

Ask these questions often. Probe deeply. Don’t sell or defend. Just listen carefully. Your personal value proposition will be revealed to you by your clients. The feedback is like gold.

Here are some examples of intriguing value proposition statements:

- ⊙ *I save marriages by helping couples work together to decorate a home that they both are comfortable in.* (19 words) Occupation – Interior Designer
- ⊙ *I’m not a composer; I’m a carpenter of music* (10 words). Occupation: musical genius, J.S. Bach
- ⊙ *I’m a body detective, finding and eliminating the real source of your pain.* (14 words) Occupation: Massage Therapist
- ⊙ *I manufacture space and time in people lives and businesses.* (10 words). Occupation: Professional Organizer
- ⊙ *I give people confidence to live their dreams now, knowing their future is taken care of.* (16 words) Occupation: Financial Planner
- ⊙ *I help motivated business professionals become the recognized leaders in their field.* (13 words) Occupation: Executive Presentation Coach
- ⊙ *I’m in the business of selling ideas and guts.* (11 words) Occupation: Motivational Speaker

Now Craft Your Value Proposition Statement

Version #1

Feedback / Critique:

Version #2 of Your Value Proposition

Feedback / Critique:

Creating & Perfecting Your 30-Second Elevator Pitch

Now that you have your value proposition statement, you can use it to create your 30-second “elevator pitch.” The effectiveness of your elevator pitch will be determined by both the *content* and the *delivery*. The next few pages will give you ideas and thought-starters on how you can craft a compelling elevator pitch that will help you start more conversations and develop more meaningful relationships.

Does your :30 Networking Pitch
pass the MR. ABE test?



PERFECT YOUR PITCH

M = Memorable

R = Relatable

A = Authentic

B = Believable

E = Engaging

MARKETING MOTIVATOR 

Perfect Your Pitch with MR ABE

Here are some questions to help you craft a more compelling elevator pitch or networking introduction that starts more conversations.

M factor: *“What one thing do I want people to remember about me? What one thing must “stick? How can I be more **memorable**?”*

R factor: *“Is my value proposition something that the other person can relate to and easily understand? What question could I open with that my audience could relate to? Where’s our common ground?” How can I be more relevant and **relatable**?”*

A Factor: *“What am I passionate about? What personal information could I share? Am I confident and comfortable giving my pitch?” How can I be more **authentic**?”*

B Factor: *“What can I say or do to demonstrate my credibility and make myself more believable? Do I look and act the part?” How am I using my voice? How can I be more **believable**?*

E Factor: *“Do I have energy in my body? Am I smiling? How’s my handshake? How’s my eye contact? How can I be more **engaging**?”*

BONUS: *“Who specifically am I looking to meet? What do I need?”*
(Get specific and more people will be able to help you)

Draft your **NEW** *improved* Elevator Pitch

Self-Critique

MR.ABE criteria	Yes / No / Not Sure	How could you IMPROVE on these criteria?
Memorable		
Relatable		
Authentic		
Believable		
Engaging		
Other Ideas		

➔ For more insight on how to apply each of these factors (M R A B E) in your networking and business strategy, please check out the articles and resources available at www.MotivatedNetworker.com