
Perfect Your Pitch

Ideas and Templates for Constructing a Better
Networking Elevator Pitch



Presented by:

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Professional BIO

Kathy McAfee

Kathy McAfee is **America's Marketing Motivator**, a professional speaker, leadership coach and corporate trainer, whose mission is to motivate business leaders to effectively use their energy, knowledge and influence to create positive changes in the world.

Her company, Kmc Brand Innovation, LLC, works with motivated business professionals and ambitious entrepreneurs to help them become the recognized leaders in their fields by mastering the art of high engagement presentations and professional networking.

In her role as **Executive Presentation Coach**, she helps her clients increase their confidence, credibility and influence by going PowerPoint-FREE, engaging the audience and moving them to action. She is an approved trainer for LIMRA International's executive development program, where she teaches insurance and financial service corporate executives how to be better presenters.

A certified master practitioner of Neuro Linguistic Programming (NLP) and certified Blind Spots coach, Kathy also serves as a corporate executive coach, helping her clients groom their high potential talent for future leadership positions.

Over the past twenty years, Kathy has held numerous corporate positions, bringing marketing success to the likes of Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company. Regarded as a passionate "agent of change," she has successfully leveraged her diverse experiences to bring innovation and growth to many companies.

A graduate of Stanford University, Kathy is a board member of the YWCA Hartford Region, a member of the Connecticut chapter of the National Speakers Association and an active volunteer for Soroptimist International of the Americas. She has earned her black belt in Tae Kwon Do and is a foster/adoptive parent. Originally from California, Kathy and her entrepreneurial husband, Byron and their adopted thirteen year old twin boys currently reside in Simsbury, Connecticut.

To learn more, visit her web site at www.MarketingMotivator.net or connect with her on-line at <http://www.linkedin.com/in/kathymcafee>, or if you prefer, on Facebook or Twitter. She can be reached at (860) 408-0033.

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What's an Elevator Pitch?

Your elevator pitch is more than just a foot in the door; it's an **opportunity to connect** with someone while reinforcing your brand and the value you have to offer. Each time you give your 30-second elevator pitch, your single-minded goal should be to elicit the response:

“Tell me more...” or ***“How do you do that?”***

You're not trying to tell your life story or to close a deal, but rather you're trying to invite someone to engage with you in a deeper conversation. If you're successful with your 30-second elevator pitch, you will find yourself attracting people who want to get to know you better. This is a great start to your business day.

Most people spend their precious 30-seconds going on in boring detail about what they do. They forget to reveal some of who they are. Strong networkers are also proficient at communicating what is a good lead or connection for them and who they are looking to meet. The whole point of giving a 30-second introduction is to find out who you can help and who can help you. Remember, it's not a transaction or a close, but rather a beginning.

To create a great elevator pitch for yourself, you must focus on two critical factors:

1. **Content** – what you say , the word you choose to describe what you do;
2. **Delivery** – how you say it, including verbal and non-verbal body language when you speak it.

When and where can you use your elevator pitch?

There are many situations and opportunities in which you can use your Elevator Pitch. They may be formal or informal situations. They may involve just one other person or many people. How will you know when it's time to “pitch” yourself?

1. When someone asks you “So, what do you do?” or “what do you do for a living?”
2. When you want to position yourself for an opportunity:
3. When you just want to practice your pitch and get feedback;
4. Other reasons: _____

Myth: “Marketing Myself is a Dirty Business”

When it comes to self-promotion and the act of marketing yourself, it's time to overcome any fears, hesitations or reluctance. To be successful in this competitive world, you must *“put yourself out there.”*

You must take an active role in personal marketing. Self-promotion doesn't have to be uncomfortable. It may be how you are going to launch your new career or business. Here are some sage words from branding expert Lynn Chamberlain:

“Whether you are running your own business or navigating your own success up the corporate ladder, you must have a firm grasp on your individual brand identity, as well as a marketing plan for how to use it. This is not optional. **Ignore it at your own peril.**”

Like it or not, **perception is reality.** The good news is, **you can shape how you are perceived**—and that is what individual branding is all about. Successful personal branding means wearing labels such as “leading” and “expert,” “sought-after,” “popular” and “well-regarded”. It means creating a brand identity that is authentic, consistent, and memorable, one that you own and are proud of.

Here are several simple steps you can take right now to bottle and market YOU:

1. Figure out **who you are**, what you stand for, and why you are different than anyone or anything else.
 - a. Begin by asking yourself: if I were a THING, what would I be?
 - b. Why would you be that thing?
 - c. Example: accounting firm/ aspirin
2. Create **a story** that communicates your value and your market differentiation.
 - a. Difference between a story and a testimonial
 - b. What case studies can you use that demonstrate your value? (problem/solution)
3. Pull the **key words** that you have used to create that story and weave them into everything that you say, do and publish about yourself and your business.
4. Tell your story **relentlessly**, passionately, and unapologetically to anyone who will listen. You will refine and improve it as you go along, figuring out which parts work and which don't.”

Source: excerpts from Lynn Chamberlain's talk to the Downtown Women's Club Brown Bag lunch , September 12, 2007 entitled: “YOUR PERSONAL BRAND MANIFESTO: HOW TO FIGHT YOUR PERSONAL BRAND DEMONS & WIN” Lyn Chamberlin, founder and principal partner of skye|PR, is an Emmy-award *Lyn Chamberlin is a brand strategist and Emmy award-winning television producer. She is president of skye|PR (www.skyepr.com), a brand strategy consulting firm in Boston, MA.*

How to Perfect Your Elevator Pitch

The effectiveness of your elevator pitch will be determined by both the *content* and the *delivery*. So ask yourself this...

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



PERFECT YOUR PITCH

M = Memorable

R = Relatable

A = Authentic

B = Believable

E = Engaging

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Notes

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Perfect Your Pitch with MR ABE

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)

➔ 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

Constructing Your Pitch



You will need several versions of your elevator pitch, to allow you to “pitch” yourself in various situations. The ultimate challenge is to state your pitch in 10 seconds or less. In some settings, you will have the gift of more time to position yourself more fully.

If you can discipline yourself to get the job done in the least amount of time, you will have mastered an important business skill: brevity and concise communication.

Remember to tailor your pitch to your audience, while still honoring your personal brand identity. You want to be consistent with your personal marketing.

1. **10-second Elevator Pitch** - a short statement about your value proposition, that is, the value that you create for other people through your work. The value proposition is similar to the unique selling proposition (USP) concept; however, the focus is more external than internal.

If you don't know what your value proposition is, ask a few people who know you and have worked with you the following questions:

- What value did I create for you?
- What's so great about that? (*WSGAT*)
- What four words or phrases would you use to describe me to someone who doesn't know me?
- What do you think I'm best at?

2. **30-second Elevator Pitch** - Straight forward style. Nothing fancy or clever, just good information, delivered with confidence.
3. **30-second Elevator Pitch** - Alternative #2. Establish relevance first by asking a question *before* giving your name. This will ensure you capture their attention and engage them before you share your name.
4. **60-second Elevator Pitch** – a little more time to get into how you do what you do and what differentiates you from others. You also have time to ask for a connection or share what leads you are looking for. Note: the more specific you get, the more likely you are to get it!

Constructing Your Elevator Pitch

On the pages to follow, you will find three different ways in which you could construct your elevator pitch. (*Note: they may be many other ways.*) You'll need to have a short version and a longer version, depending upon the situation. Remember to "book end" your name, so that people can remember you. There is an example for each to help you understand how it might for an MBA graduate.

The 10-Second Elevator Pitch (a short statement about your value proposition)

Example: *My mission is to help impatient companies accelerate growth by communicating more effectively through social media channels. John Smart, Social Media Strategist*

Draft #1:

I help _____ (*who*) to _____ (*realize what benefit*)

*(State your value proposition: What value you create for people?
What kinds of problems do you help solve for them? Chunk it up to highest level)*

My name is _____ (*title or your personal brand*) _____

Draft #2: (reverse the order)

My name is

And I help _____ (*who*) to _____

Constructing Your Elevator Pitch, continued

30-second Elevator Pitch (Straight forward style)

Example: My name is John Smart and I'm a Social Media Strategist. My mission is to help impatient companies accelerate their growth by communicating more effectively through social media channels. Currently I am studying the advancements in modern marketing at the University of Connecticut School of Business and am scheduled to graduate in 2011. My intention is to land a position with a technology driven company like XYZ or ABC within business development or marketing. Do you know anyone at either of these companies or can you think of anyone that might make a good business connection for me? John Smart, Social Media Strategist.

Draft #1

My name is _____
(book end #1)

And I'm _____
(consider sharing your company name, your personal brand, role or specialty)

I help _____
(who/what kind of clients do you like to work with?)

to _____
(State Your value proposition: What value you create for people?
What kinds of problems do you help solve for them?)

I do this by _____
(if time permits, a little bit about HOW you help them
)

I'm looking to meet: _____
(Specifically who would you like to connect with)

(re-state your name) _____
(book end #2)

Constructing Your Elevator Pitch, continued

30-second Elevator Pitch - Alternative #2

(Establish relevance first by asking a question *before* giving your name)

Example: *Have you ever wondered how companies could improve profitability without having to layoff so many people? Well, my name is John Smart and I'm a Social Media Strategist. My mission is to help organizations accelerate their growth by communicating more effectively through the new social media channels. Currently I am studying the advancements in modern marketing at the University of Connecticut School of Business and am scheduled to graduate in 2011. My intention is to land a position with a technology driven company like XYZ or ABC within business development or marketing. Do you know anyone at either of these companies or can you think of anyone that might make a good business connection for me? John Smart, Social Media Strategist.*

(Ask a question to establish relevance – see options below)

- Have you ever had the experience where _____ ?
- When was the last time you _____ ?
- Have you ever wondered if _____ ?

(Write down your opening question to establish relevance)

My name is _____
(book end #1)

And I'm _____
(consider sharing your company name, your personal brand, role or specialty)

I help _____
(who/what kind of clients do you like to work with?)

to _____
(State Your value proposition: What value you create for people?)

I'm looking to meet: _____
(Specifically who would you like to connect with)

(re-state your name) _____

Constructing Your Elevator Pitch, continued

60-Second Elevator Pitch

Example: Have you ever wondered if companies could improve profitability without having to layoff their workforce? Well, my name is John Smart and I'm a Social Media Strategist. My mission is to help organizations find smarter ways to strengthen their value chain without the casualties. I do this by showing them how they can strategically communicate with internal and external shareholders through technology-driven media channels now available. I am currently studying the advancements in modern marketing at the University of Connecticut School of Business and am scheduled to graduate in 2011. I'm specifically looking for an introduction to _____ of Company XYZ if anyone knows her or knows anyone who knows her. John Smart, Social Media Strategist.

(Your opening question to establish relevance)

My name is _____
(book end #1)

And I'm _____
(consider sharing your company name, your personal brand, role or specialty)

I help _____
(who/what kind of clients do you like to work with?)

to _____
(State Your value proposition: What value you create for people?)

I do this by _____
(if time permits, a little bit about HOW you help them)

I'm looking to meet: _____
(Specifically who would you like to connect with)

(re-state your name) _____

Perfect Your Elevator Pitch

Now draft your elevator pitch or networking introduction.

Exercise: Critique your new/improved pitch against the MR. ABE criteria.

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

What Should You Do Next?

Your elevator pitch is never set in stone. It's a dynamic piece of communication that will change and evolve as you do. Here are five things you can now do to continue to "perfect your pitch."

- **Practice.** Practice until it feels natural and energizing to say out loud. Practice in front of a mirror or while you're driving in your car. You want it to be conversational, not canned. If you don't feel comfortable saying it, how do you think your audience will feel hearing it?

- **Experiment.** Try different approaches to make it more relatable to different audiences. If you go to a regular networking meeting, don't be a broken record. Mix it up, but be sure to reinforce your main branding message every time.

- **Ask for Feedback.** Find out what sticks by asking people what they remember hearing. What did they find compelling? What peaked their interest? When did they "tune-out." Give others feedback too. We can all get better at this!

- **Be Confident.** What you have to say and to offer is valuable. Hold that belief as you stand and deliver. Let go of your fears and focus on your audience. By being confident and having a compelling pitch, you are more likely to engage with the people you desire to meet.

- **Become a Motivated Networker.** Networking is a lifetime strategy, not just an event. If you value relationships, you will want and need to continue to invest some time and energy into maintaining the ones you have and growing new ones. On the next page you will find some tips and ideas to help you become and stay a motivated networker!

Become a Motivated Networker

Accelerate Your Future Growth

Now, more than ever, your best investment is in building and strengthening your personal and professional network. Who you know and who knows you is vital to your short and long term career and business success. It's time that you become a more motivated networker!

Here are 10 tips for greater networking success. By incorporating networking into your daily routine, you will move from being a reluctant networker to a motivated networker to a "connector of people." Great things can happen when you cultivate and leverage your personal and professional network!

1. Job #1 = build rapport
2. Your fortune is in your follow-up
3. Aim higher. Get warmer. The power of facilitated introductions.
4. Talk to strangers.
5. Cultivate your top 50 networking contacts.
6. Leverage technology to grow your network.
7. Be visible. Be frequent. Show up.
8. Help others. Ask for help.
9. Stand and walk, don't sit, at networking events (and turn off your cell phone).
10. Become a connector of people

For more networking tips, visit www.MotivatedNetworker.com and sign up for our FREE newsletter.