

5 Steps to developing an effective elevator pitch.

1. Gain attention.

This is the opening statement that catches the subject's interest.

- I used to believe you saved for retirement...
- Did you know that most people will outlive their retirement money?

Or present the challenge related so you can set up the next component "the value statement".

- When people plan to retire ...
- Most people believe ...

2. Offer Value.

The hook sets up your declaration of difference and value. Pivot to the value your approach offers and how it's unique.

- My approach is different because ...
- The truth of the matter is ...

3. Present Evidence.

This is where you offer an example of success to validate your value statement.

- People who have adopted the strategy ...
- One of my clients ...

4. Stand Apart.

Make sure you allow the subject to project themselves into the solution by defining the individual nature of every success.

- The approach is unique to every client because ...
- Our most successful clients adapt the approach ...

5. Invite.

Make sure to have a call to action or invitation that provides the opportunity to learn more or expand the conversation.

- If you are concerned about retirement ...
- If you are looking for answers ...

