

*5 minutes to your*  
**UNFORGETTABLE**  
*elevator pitch*



Hey awesome lady!

One of the challenges for entrepreneurs I hear all the time is answering the very common question: *what do you do?*

In the service industry, when our results aren't as tangible as being a hairdresser or photographer, it can be a tad trickier to describe the intangible (yet life changing) results we provide.

It seems we can talk hours with our friends and mastermind partners about what we love to do, who we love to serve and the incredible results we get for clients – but when it comes to actually talking about ourselves and what we do – we hesitate.

The one question I ask every client I work with is: **If Richard Branson walked into the elevator and asked: 'what do you do?' – what would your response be?**

**If you don't know with 100% certainty what your response would be – this template is for you.**

**An elevator pitch is a two liner description of what you do. When it's done right,** this short introduction can be a game-changer. People have short attention spans (and if you can't explain what you do to a 5 year old, you won't hold Mr Branson's attention very long either!).

When people know WHAT You do and who you serve – people can make referrals for you, and your ideal clients will know you are the perfect expert for them.

For example, my own elevator pitch is:

*I'm a global media strategist and help world-changing entrepreneurs use storytelling to connect with clients and media.*



### What an elevator pitch isn't:

- × A time to pitch your offer
- × A job description
- × A 'freefall' for you to talk about all the years of experience you have and why you are the best in the industry
- × Permanent. It's likely your own profile and expertise will go through many transformations over the years – an elevator pitch is changeable. Be open to changing when it doesn't feel like 'you' anymore.

### What the elevator pitch is:

◆ **A simple speech that shows what you do (sprinkled with a little magic!). You can use it at network meetings, on your social media profiles and when you meet Mr Branson in that elevator 😊.**

The key thing to remember is to: Keep it simple. Don't overthink it. And have fun!

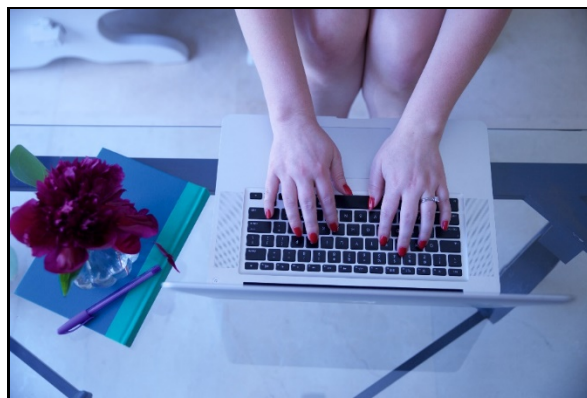
Much love,



Rachel Reva

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*Life* ON HER  
TERMS  
BY RACHEL REVA

5 minutes to your unforgettable elevator pitch – by Rachel Reva

## 5 minutes to your UNFORGETTABLE elevator pitch

Use this template to describe you and your business. I'm using as an example a health coach below.

What do you do? (health coach)

Who is your ideal client? (mothers who have just had babies)

What is one word that could describe your ideal client when they come to you? (busy, stressed)

What service do you offer? (coaching)

What result do you help your clients with? (lose baby weight, lifestyle)

THE MAGIC: what words do your friends and clients describe you? (incredible, strategic, compassionate, encouraging?)

*Now, combine the phrases to create your elevator pitch:*

*'I'm a health coach for new moms who desire to lose weight and create a balanced lifestyle'.*

Congratulations – you have an UNFORGETTABLE elevator pitch!

It's THAT SIMPLE.

Rehearse it, stand in the mirror and see how it sounds. It will sound odd at first, but tweak it until you are comfortable with saying it out loud to other people.

## **NEXT STEPS....**

- ✓ Update your social media profiles with your NEW elevator pitch (consistency is key!)
- ✓ Join my [private facebook group](#) and introduce yourself with your new elevator pitch!  
(*Life On Her Terms* is for world changing female entrepreneurs who are ready to create a life and business on their terms. I share free training on PR, messaging, business and all things awesome).
- ✓ If you want to know more about how to talk about your business to the RIGHT people - watch this [free video training](#) **'Two mistakes I see entrepreneurs make all the time and how to fix them'**.
- ✓ **Wanna talk more about your elevator pitch, bio, messaging or media goals?**  
[Book here a free 30 minute strategy session](#) with me and we can talk about where you are and how I can help you communicate your AWESOME expertise with ease.

**Book your FREE  
30-minute  
strategy session!**



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