



## CRAFTING YOUR ELEVATOR STORY

An elevator story is a summary of who you are, what your business does and how it can help solve a customer's problem or make their life easier.

### THERE ARE 6 ELEMENTS TO AN EFFECTIVE ELEVATOR STORY:

- 1 It should be **concise**. You should be able to say it all by the time the elevator gets from the 4th floor to the ground floor.
- 2 It's important to use simple, **clear** language and avoid using industry jargon.
- 3 It needs to be **compelling** and explain the problem your product or service solves, or the opportunities you present and how it helps make your customers' lives easier.
- 4 To demonstrate that you are **credible**, clearly outline your experience and expertise.
- 5 Make it **conversation fit**. Whilst based on the same theme, it should be tailored to the person you're speaking to.
- 6 It should generate a two-way conversation, so make it **chatty**.

As it evolves, continue to refine it. Like anything, practice makes perfect. The more you use it, the more natural it will sound. Have a go at crafting your own elevator story using this technique below.

**Name:** Start your introduction in an engaging way, including your first and last name.

**Business:** Give a clear and concise high level overview of your business (including your areas of expertise) – use simple language, no industry jargon.

**Product or Service:** Explain the problem your product or service solves, or the opportunities you present and how it helps make your customers' lives easier.

**POD (Point of Difference):** What sets you apart from every other business owner who does what you do?, for example: 'I'm in a unique position to help my clients/customers because...'

**Target Market:** Clearly define your target market, for example: 'My ideal clients/customers are...'

**Call to Action:** What does following up look like (if applicable)? For example: 'I'd love to schedule a time to talk more about... I have Tuesday or Wednesday available next week, either virtually or in person which day suits you?'



Tune into our [networking for success video](#) and start to practise your elevator story when meeting new connections.

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