

## LESSON FIVE

So far you have covered a number of different exercises, primarily around the areas of identifying what do you do exceptionally well? What are your achievements? What are your gifts? What are your talents? Then you chose a particular niche that you want to work with. Whether it be a niche in an industry, or a group of individuals that you want to work with.

Then it was determined around, what is that particular niche looking for? What do they want? What are the results that they want to actually achieve? Then we looked at a way as to how are you actually going to help those clients achieve the results that they want to actually achieve.

From those exercises, what we are now going to do is to hone them down into what is referred to as a 60-second pitch or an elevator pitch. An elevator pitch gets its name from if you get into an elevator and there is somebody already in the elevator and they ask you, "what is it that you do?". Then very quickly in the journey of the elevator, you are able to convey to them as quickly as possible what it is that you do and the results that you achieve. Therefore, hopefully they may know somebody that they could potentially introduce you to. Or if you are at a networking meeting or a party, or any event like that, and somebody asks, "what is it that you do?". Again, you are able to convey as quickly as possible what it is that you do.

What you have got to bear in mind with a 60-second pitch is it says "60-seconds" for a reason. The reason being it has got to be very short and very succinct. If you go on and talk for infinitum about all the different things you do, and you give a shopping list of all the types of services and the kinds of clients that you work with, the other person has lost interest. As I said in an earlier video, people are only interested in themselves primarily. For example, they tune into one radio station, "what's in it for me?". Therefore, if you are going to be talking at length about all the different things that you can do, they will have switched off.

What we want to do is hone our elevator pitch or our 60-second pitch into a very short succinct phrase. There is a particular structure, and I want to give you that structure. It is primarily about, "what is your name?". Next is, "who do you work with?". That is your target niche. Next is the results. What are the results that you help your clients with? Then lastly you can add on a piece about what is different about you. Or why should somebody choose you in the first place?

The next piece that you can perhaps add on if you want is, what do people get in return? After they work with you and they get the results that they want, what does that mean? We drilled an awful lot of that into the previous video. Let me just give you an example of one of my elevator pitches. I may introduce myself as, "Hi. My

name is Paul Davis. I work with people in professional services. They could be accountants, coaches, solicitors, or consultants. I help them to get more clients, more fees, and more time so they can have more freedom in their life". Or I might say, "So that they can have more abundance or more wealth in their life". I will add something on from that perspective if I so choose.

Or I might say, "A lot of people in professional services work with me because I have a record of tripling people's fee rates". Or I might say, "I have a record of getting people ten times their investment back from working with me". There are things that you can add on, but you can literally just keep it as succinct as, "Hi. My name is Paul Davis. I work with people in professional services. Accountants, solicitors, coaches, or consultants. I help them to get more clients, more fees, and more time".

If you can understand it from that perspective, it is very short. Nowhere near 60 seconds. But it is very clearly about who it is that I want to be talking to, who are the people that I want to be introduced to or referred to, and what is it that I do for them. Now I am picking the results because that is what your clients are looking for. When it comes to your pitch, what you are going to be looking for is that particular structure.

There is another way that you can get across if it is more around your style. You may say something along the lines of, "You know the way some people have difficulty in getting clients? This means that they get very anxious about money or where their next client is going to come from, or they are very anxious about their financial resources. What I do is, I give them a system of how they can get a steady stream of clients coming to them. Therefore, they know where they are going to get their clients from, and they have more security about their income going forward. Therefore, they are a lot more confident about their financial security".

That is another alternative that you can use if you like that style for yourself. But primarily the style I typically use is to be honest about myself and is, "Hi. My name is Paul Davis. I help people in professional services. Solicitors, coaches, accountants, consultants. I help them to get more clients, more fees, and more time". That's it.

What I would ask you to do in this particular exercise is go through that particular structure and then identify, "what would your pitch be?". Your best thing to do is to stand in front of a mirror and practice it because what you want to have is when you go and meet somebody, and they ask you, "what is it that you do?", that you are very quickly able to say what it is that you do without falling over the words because you have practiced it. You are very comfortable with it. It is using your language. You can just say it from memory, as opposed to trying to make it up on the spot itself. Make sure you practice it from that point of view and when you do go to a

networking meeting or a party or whatever event, you are able to have that ready for you.

That is the exercise from this particular video. I will see you on the next video.

## Exercise 12

Your USP...

My name is:

Who I do it for:

What I do is:

Why me / The value I provide is:

**Alternative:**

You know how some....

Experience the challenge....

Which means that...

Well what I do is...

Which means that...

The benefit of which is...

