

# Get more clients with a great elevator speech

by Fabienne on July 15, 2011



**Getting clients through networking is important for you to succeed in your own business, no matter what level you've reached** (start-up, ramp-up or already successful.) Problem is, while networking to get more clients, you may be unclear on “what to say” and “how to say it.” And that means you can easily make people's eyes glaze over, which is NOT good for Client Attraction. Time to change that!

**The first thing for you to think about is your objective for networking.** Ideally, there are two desired outcomes:

- to inspire an ideal client to want to work with you and begin the process
- to inspire an ideal referral source to want to refer clients to you

**And where most entrepreneurs attempting to get clients through networking fail miserably is in what they say.** Even though you're trying not to look rehearsed and stiff, you've got to be calculated in what you say, with the end result being, “Wow, that's exactly what I need (or what my friend needs)! Can I have your card? I want to work with you!” The way to say “all the right things” in the right order to produce a desired result is with a well-crafted elevator speech.

**An Elevator Speech is the “commercial” you would use with an ideal prospect in an elevator if you only had 20 seconds** to get your message across before reaching your floor and parting ways. It's meant to describe what you do in a very short amount of time, with the objective being that this person will not only want your card, but will also want to talk to you further about working together.

**I consider a great elevator speech to be a crucial part of Client Attraction as a whole and paramount for masterful networking** because if you can't say what you do in a compelling way in LESS than 20 to 60 seconds, you're letting potential clients slip through your fingers on a daily basis. Not ideal.

**The good news is, it's just a question of plugging things into the formula below and memorizing it.** When you have a format to follow, where each step of the formula has a definite purpose and is meant to create the desired result (them wanting to work with you) it works like a charm!

**And that's why I'd like to share with you my very own Elevator Speech Formula:**

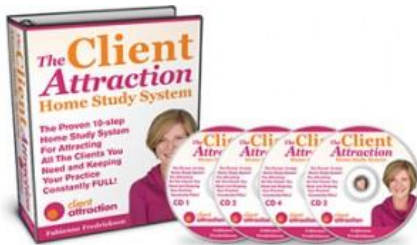
*“I work with (insert ideal client profile) who struggle with (insert client challenges) and would like to (insert results and benefits). What separates my service from other (insert competitors) is (insert your Unique Selling Propositions) and because of this, clients receive (insert motivators and your claim). Would you like to know more?”*

It's that simple!

**The secret with elevator speech is to focus on the person you're speaking to.** If they're thinking: "What's in it for me?", then you've lost them. If they're thinking, "Wow, I could use this!" then you're doing a great job. Do you recall that old saying about the radio station we all listen to, WII-FM? It stands for "What's In It For Me?!" Well, if you remember that people are always more interested in how you can help them, you're on the right track. Keep that top of mind when composing your speech and you'll never see their eyes glaze over, and better yet, you're more likely to attract a lot more clients when you focus on them.

### **Your Client Attraction Assignment:**

**So, here's what you need to do to build your elevator speech.** First, identify the "deliverables", the services or features that you provide. Then, think in terms of the benefits that your clients or customers can achieve from them working with you. For example, you could use several successful client outcomes. Once you've got that written, create an opening phrase that will grab the listener's attention. The most engaging openers leave the listener wanting more information. Lastly, your elevator speech should authentically and easily roll off your tongue with ease. Practice your speech in front of the mirror and with friends and family. Record it on your phone or computer, and listen to it. If you sound compelling, confident, and sincere and if it's engaging, then you're ready to go! If not, tweak it accordingly until it's just right.



**Now, perhaps you've thought about different elements of the elevator speech formula before, as it relates to your own business. Great!** But if you're having trouble figuring out who your ideal clients are, what their biggest struggles are, what results and benefits they get from you and what makes you REALLY different from the competition, then perhaps you'll need a little help here. That's where I'd like to recommend The Client Attraction Home Study System® helps you get clear on

the most important things you need to do to set up simple, solid marketing, so that you consistently fill your pipeline and continually get new clients. It's all step-by-step and focused on the "exactly how to". So, you do step one of the system, and when you're done with that, you move on to step two, and so on. So easy. All the tools, scripts, templates, and examples are handed to you on a silver platter. You can get it at <http://www.theclientattractionsystem.com>

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