



COACH SCHOOL

– with Lorraine Hamilton –

ABOVE THE NOISE

MODULE 4

Talking About Your Business
Killer Elevator Pitch Worksheet

Talking About Your Business

Now that you are clear on the problem you solve, and who you solve it for, it's time to start telling people.

Your Killer Elevator Pitch

When you have a little more time, like at a networking event, you can tell people a little bit more about you and your work. And, you can do it in an authentic and natural way!

The very best way I have found to do this is from my friend, colleague and former mentor, Nancy Marmolejo. Her concept of Love/Hate/Create means that you can take the work you have already done in Fat Rabbits and Fireworks and apply it to a simple framework.



Watch Nancy explain her Love Hate Create concept here:

https://www.youtube.com/watch?v=o_s8Fh12hnU

Talking About Your Business

Your Killer Elevator Pitch

Example:

LOVE

Who do you love to work with? *Teams of employees*

What verb explains what you do? *Energising, simplify*

HATE

What pain are they in? *Sabotaged profits, Employee churn*

Employee exhaustion, Disconnection from company vision

Or what do they deeply desire? *Energised, motivated staff*

CREATE

What are the results of what you do?

Hiring the right staff, engaging company culture, enthusiasm and energy

How do you solve their problem?

Happy staff, delighted customers

What have you created?

Powerful process

Talking About Your Business

Your Killer Elevator Pitch

Example:

I love energising teams to deliver client satisfaction tied to a big vision.

It drives me crazy when I see the time and money wasted on hiring the wrong people who can't connect to that vision which results in sabotaged profits and employees' exhaustion.

So I created a process to simplify what makes a culture of outstanding service that delights customers, ignites staff and gives teams back the enthusiasm and energy that they had for their role at the start.

Talking About Your Business

Your Killer Elevator Pitch – Your Turn

LOVE

Who do you love to work with?

What verb explains what you do?

HATE

What pain are they in?

Or what do they deeply desire?

CREATE

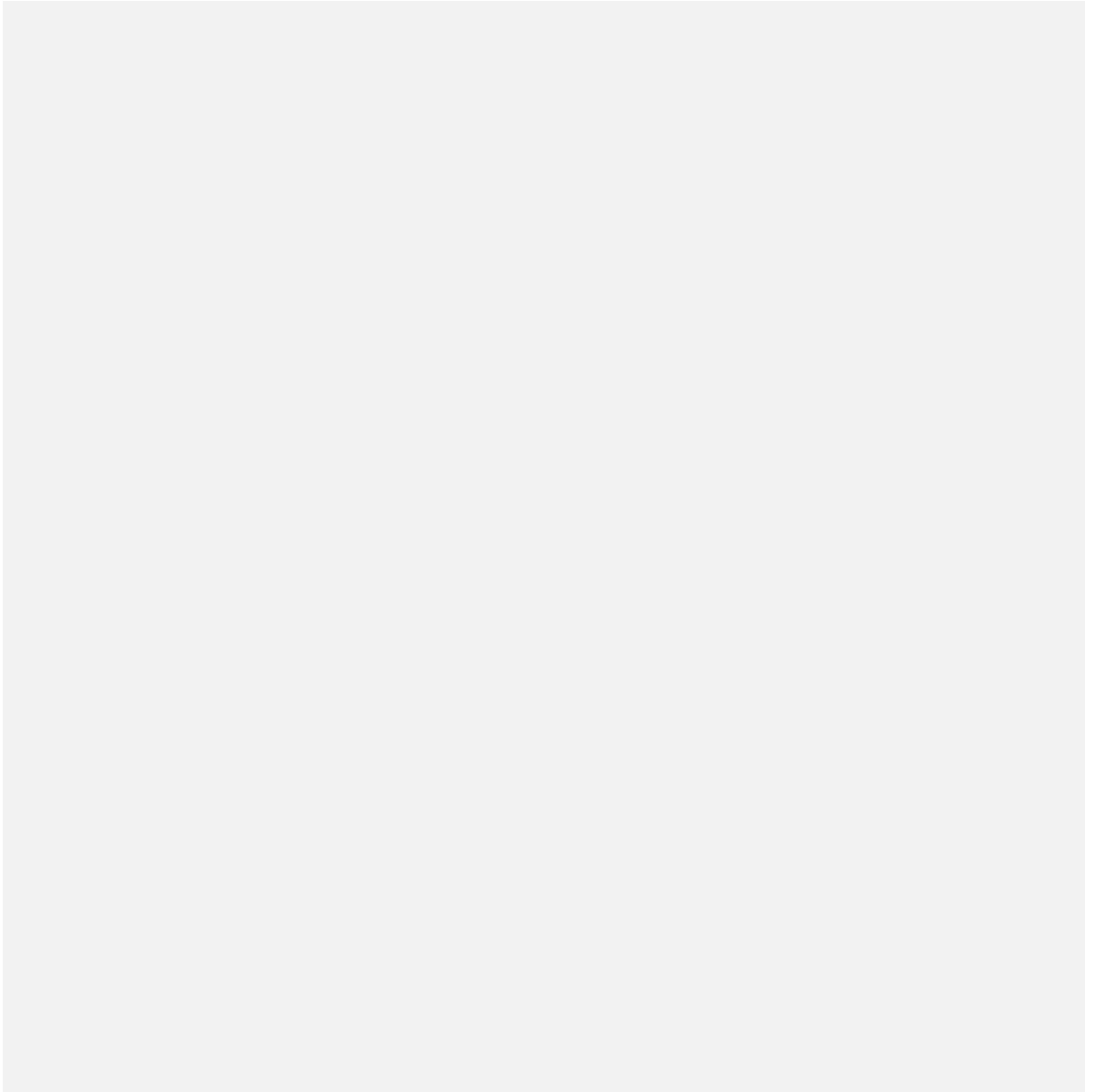
What are the results of what you do?

How do you solve their problem?

What have you created?

Talking About Your Business

Your Killer Elevator Pitch – Your Turn



Discover more from Nancy Marmolejo at
<https://talentandgenius.com/>