



Does Your Elevator Pitch Elevate Your Brand?

One of the most important things you can do for your brand is to create a great elevator pitch. This is the quick description of your company or your mission that you can use in most situations, from sales presentations to networking sessions, to your PR pitches.

Here are some tips to make your elevator pitch compelling so people will want to hear more about you and your company:

1. Be succinct. I think it's great to keep your elevator pitch to around 20-30 seconds, if possible, but you'll know what's right for you.
2. Specify what you do and how it helps people (or animals or the earth, depending on what you do).
3. Explain the problem you solve with your products, services or program.
4. Explain why you are well qualified to provide the product or service you're offering.
5. Change your elevator pitch slightly, depending on who you're talking to: this will keep it fresh and allow you to speak to each person or audience in language to which they will respond.

An important part of your elevator pitch is your delivery style. Here are some questions to ask yourself:

1. Am I communicating my passion for what I'm doing in my pitch?
2. Do I sound desperate? (Please don't.)
3. Do I come across as clear with my purpose and in my manner of speaking?
4. Am I approachable and engaging?
5. Does my elevator pitch reflect my brand?

Here's an acronym I created that can help you really reach people with your elevator pitch and communicate more effectively in almost any situation. It's CLEAR, which represents:

Communicate with Love, Enthusiasm, Appreciation and Respect.

Communicate! Actually talk to the people you're speaking with; don't just recite words you've memorized. Recited words are monologues; you want to start a dialogue.

Love. Allow your love for your project, your work or the people you will help to come through as you speak. People are drawn to passionate people.

Enthusiasm. Express yourself with enthusiasm. Think about why your project or work is exciting to you and why others will be excited by it.

Appreciation. Share your appreciation of the challenges faced by the people you help with your solution and explain how they will appreciate the solutions you provide.

Respect. Demonstrate respect for your audience by staying in tune with their response to you. If you see them glazing over, it may just mean that they're not your target audience.

The important thing is to try to give people a great experience every time they're in your presence, even if it's only for a minute or two.

As Carl W. Buechner wrote, "They may forget what you said, but they will never forget how you made them feel."

Lisa Elia is the owner of Lisa Elia Public Relations and The CLEAR Publicist. She teaches entrepreneurs how to brand themselves, create and implement their own PR programs, prepare for interviews with media training techniques and improve business communications. She her staff also provide comprehensive PR service packages for clients primarily in the categories of lifestyle, health and fitness and green products and services.

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