

60 Seconds To Get Connected

The Definitive Guide To Effective 60 Seconds

Many people say to me that they become muddled when it comes to a good 60 seconds elevator pitch. And if that wasn't scary enough then they gain a fear beyond words if someone offers them a 10 minute spot light speaking slot at a networking event.

The point is that both of these opportunities to speak are just that, opportunities. And so if you don't take them you could potentially be missing out on the chance to speak to your target audience about how you and your products and services could help them.

As I like to say "You can't dictate when people buy, but you can have a say in who they chose to buy from." So keeping on peoples radars and becoming known as the thought leader in your profession is essential, and the 60 seconds elevator pitch is a great opportunity to reinforce that.



But how to shine in the spotlight and not melt under the pressure?

Here is my definitive and easy to use guide to effective 60 seconds that get you connected. Could I suggest that you only read this if you intend to actually take action on what you say and how you say it. That means only read this if you intend to take action, otherwise you could just have wasted some of your very precious time. After all I want this to power up your results.

1. Practice, practice practice. I may be considered a bit of a networking queen but I still practice before I attend every networking event I go to. Even if I don't know if there is a elevator pitch opportunity I still practice, but what to practice brings us on to top tip No.2.
2. Think about your marketing goals for the week, month, year.
What products do you have?
What services do you want to promote?

Do have special packages that enable you to offer more to your customers and ultimately make each customer worth more to your profit margin? (Thus meaning the monetary value of each customer has the potential to become more?)

Think about what you want from your marketing for a moment.

One of the reasons that people do not get results from their networking is because they do not have a clear message that they deliver across their entire marketing strategy. So ask yourself what do you want your marketing to deliver and then follow the above questions in Tip No 2.

3. From this you can start to think about your perfect customer. Who is the customer that spends lots with you, time and time again, gets out there and tells everyone how brilliant you are and recommends you to their family and friends?

Now think back to the 1st time you spoke.

What were the issues they faced?

What were their concerns?

What words did they use?

Did they talk about how awful things were?

Or how great things could be if they got the problem sorted?



Knowing what your perfect clients said will enable you to replicate the powerful impact on potential clients. For instance if a client said “that it’s been so tough, we have been working so hard and profits still aren’t up and we are really struggling and don’t know how we are going to keep paying the bills.” Then you know the powerful language with the emotive words that will really get potential clients interested. The idea being that after your 60 seconds people want to come and talk to you and learn more.

4. A 60 seconds is just that. It’s not your chance to share everything you could offer people. And when you’ve got so much to offer it’s hard to decide what to say. Hence many business owners end up trying to cram in a top tip, a happy customer story, a special offer and a tagline! Too much info is at just a high risk of not getting you connected as saying the wrong things. Your audience’s brains stop listening as they start to think of their own elevator pitch or the conversation they were having before you all sat down!

So now you have the powerful language to use and you know your marketing strategy.

What are the tried and tested methods to a great 60 seconds?

A good 60 seconds has a structure. You can play with the structure so that it feels natural to you and you can add your own style but this structure has been created because it delivers results.

And it goes something like this;

Start - Open with a “Hello” “Good Morning”, your name and company name.

Middle- Share your 1 piece of information. (Tip No.5 will give you more advice on that.)

Remember it’s not about masses of information; it’s about sharing enough information to create a hook that makes someone walk up to you afterwards and say “Can I get your card?” “Could you tell me more?”

Close - Finish again with your name and company name and maybe your tagline. This structure ensures that as someone forgets what you said at the start, they are able to remember your name and why you because of your finish. It’s not until the important middle section that anyone really knows why they need your card. Remember *most people have got to this stage in their lives without needing your products and services*, so the middle section is very important to get right. Tip. 5 will share the hooks that work.

5. So the all important hook. What can you say in the middle sector to get people interested enough to come over afterwards so you can build a good relationship and start working together?

When I work with business owners either on training programmes or 1 2 1 I like to help them come up with lots of creative ideas. The great thing is if you can come up with 10 great top tips or ideas to share, they can be used not just in your 60 seconds, but in a 10 minute speaking slot, a blog, an article or in your social media marketing, etc. So taking the time to think about what your marketing message will be for the week/month ahead can be a really effective way of powering up not just your networking but your entire marketing strategy. Which means it could save you some precious time too. Great right?

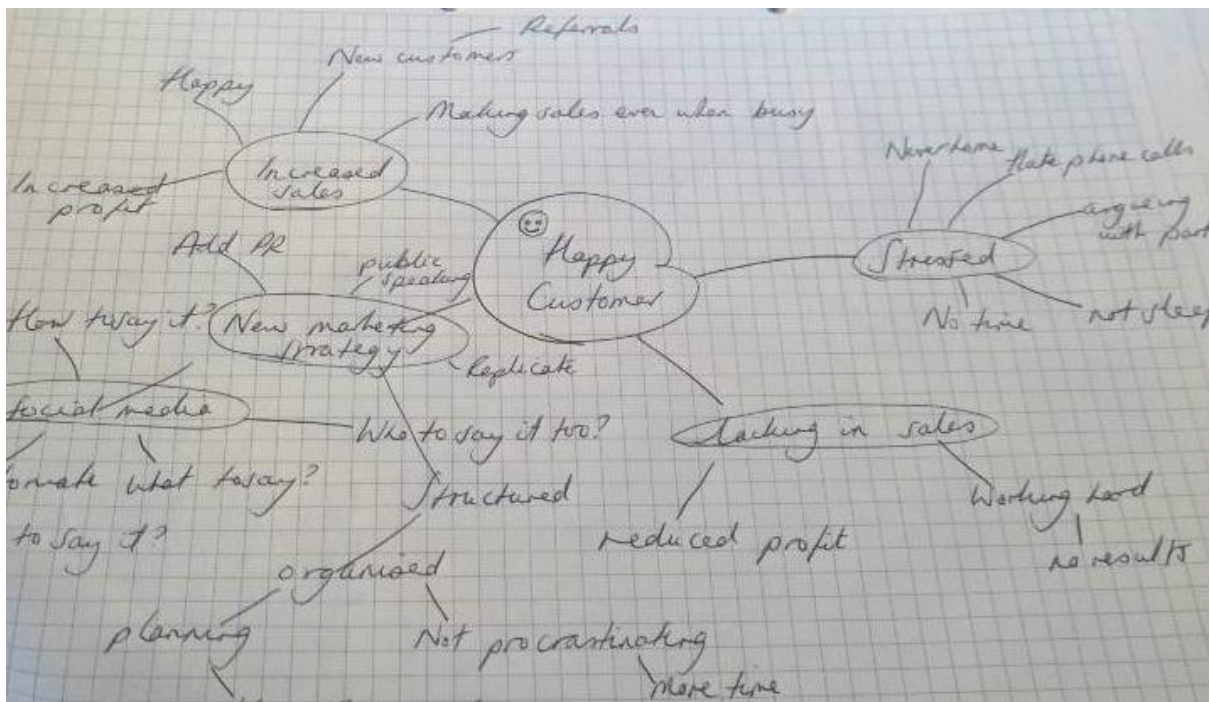
We looked at your ideal customers and your products and services and I asked you to think about the emotive language they may have used. In your middle sector of your 60 seconds it’s



important to use those words. And now take the time to come up with 10 different ideas for the middle sector of your 60 seconds. Here are some I recommend;

- An example of a happy customer. What issue did they have? How did you help? What was the results? (And if you can include some facts & figures all the better!)
- A top tip – maybe a client had an issue this week that would make a great top tip?
- In the news? – What is in the news that could relate to your potential customers? How could you share something relevant and interesting that would engage with your audience?
- Won an award? A finalist? One of you clients is winning awards thanks to you? Spread the news. Good news makes people feel good. Why do you think the news always finishes with a happy story?
- A special offer. Someone maybe very happy with their current supplier. So don't look to poach them, look to offer them an added bonus. "I know you are probably very happy with your supplier of "widgets" but if your "widgets" need servicing we have a special offer this month on servicing those." What could you say?
- A referral for someone else. This may sound like an unusual one but its worked for me on more than one occasion to say something like "I won't speak today about how I help businesses increase sales without spending sacks of cash today I want to thank for their exceptional service, because of....."

6. Now from my experience with working with many business owners I know that it can be hard to come up with the right things to say. It's all very well me listing great ideas in top tip 5 but many business owners tell me they can create the ideas for someone else's business but not their own, so let's deal with that shall we? Take a piece of blank paper and a pen. Simple tools but this could get powerful here. Now think about something that has happened at work in the past couple of weeks. Maybe a happy customer. Write that customers name in the middle of the piece of paper. Draw a circle around it. Now think about what issues did they bring to the table. Write those key words off of branches off of the central one. Now add what you did. How did they feel? What results were there? Here is an example for you;



When you have your visual aid. Segment it so that you can look at the above and come up with various 60 seconds. For instance;

My happy customer was lacking in sales so we created a new marketing strategy and they not only increased sales and stopped procrastinating they started to sleep better and even made sales when they were busy. Play with this as it can be very powerful and a visual way to organise your thoughts into good middle sections of your 60 seconds and good content to use across your marketing strategy.

7. Paint a picture. Your words your mannerisms, your facial expressions will all help you to reinforce your words so that people feel what you are saying.

8. Throughout your 60 seconds think of your body language. At the start, smile. Stand tall and proud. Even if you don't feel confident ask yourself, who does? For one client it helped to imagine themselves as a doctor. Doctors shake hands confidently, look you in the eyes and smile. That is how they started their 60 seconds by imitating a confident doctor. Would you trust someone in business that couldn't make eye contact and didn't smile about their passion for their business? How can you use body language to reinforce your story? A great example is to start with scrunched shoulders in the middle sector looking a little low as you tell how a customer had this issue, then as you describe how you helped them you stand taller and smile more and then as you share the end result and the happy customer element smile and make people feel like you are that happy customer.
9. Think about who is in your audience. An audience of business women may have different interests to a room full of accountants or scientists. How can you tailor it to their needs?
10. Don't use jargon unless your audience wants to hear it. Jargon can alienate an audience rather than make you look like the expert. You want people to be able to go out and network effectively on your behalf. Not likely to happen if they don't understand what you do!
11. Don't read from paper unless it is a testimonial. If you are reading from paper what does that say about you as an expert? Does it appear like you know what you are talking about? As Einstein said "If you can't explain it simply enough then you don't understand it". And I think that is a good one to remember for the business owner looking to connect effectively through a 60 seconds.
12. Props, if your company is a visual one then visuals can work well. They help to remind people of what you do and enable you stick around in people's minds. A business Woman I know always delivers her 60 seconds with a section of spine in her hands to showcase her genuine skill and ability and knowledge in this field. What could be your tools of the trade that reinforce you as a thought leader?



13. Lastly if you really want your 60 seconds to work, then have your diary out at networking events. And Follow up effectively. Really think about your follow up strategy and ask yourself if it's delivering leads, interest and sales? And if now what needs to change?

And lastly watch out for the new downloadable report sharing top tips enabling you to turn a 60 seconds into a full blown speaking engagement. You will love it because my methods are about enabling you to think once to create great content and then utilise it to help you to create massive levels of success to really help power up your marketing success.

Which is a great way to save some of your precious time too!

I network with The Business Womans Network and other great Essex Networking Groups. If you would like to meet up I'm always happy to have a 1 2 1 before or after an event. And if you know of a great network for me to know about, please do tell me more.

Thank you.