

How to create an Elevator Speech

by Chris Crossland

There's no perfect elevator speech and you should be in a position to change and adapt whatever 30 to 60 second sound bite you use. But it should contain the following 5 elements:

1. Clearly identify who you are and the name of your business
2. DO NOT focus on what you do in the 1st 10 seconds
3. Do focus on what impact you have and the type of clients you work for
4. Give a clear benefit of the work you do – DO NOT be tempted to list what you do
5. Clearly identify who you want to work with and if anyone wants more information what they should do

Chris says....

“Good morning - Chris Crossland from Simply Great Copy

I work with owner managers who are frankly a bit cheesed off. They get frustrated because prospects, clients and employees just don't seem to understand and appreciate what their business is all about and what it can do for them.

I work with them to produce ideas and words for all types of business communications, so the right messages get to the right people at the right time using the right combination of media.

The bottom line is that if you're not managing the way you're perceived then others are – and it's a hard fact but many important decisions about your business or organisation are made when you're not in the room.

I'm looking to work with business owners who want to be sure they are in control of how they are perceived, who want to have more fun at work, and to be in a position to grow and become more successful.

If that's you, or you know of someone I might be able to help, then give me your business card and I'll get in touch - or perhaps we can meet up today.

That's Chris from Simply Great Copy”

Thank you

Bunny says....

“Good morning – Bunny Randall from Brandall Design

I work with owner managers who recognise the importance of how their businesses are perceived. They know that prospects, clients, and employees make important decisions based on how a business looks – and that design plays an important part of that process.

I work with them to produce high quality design solutions across all online and offline media.

The bottom line is that if you invest thousands in your business you want to make sure that you get maximum return for that investment – and one way, is to make sure it looks and feels right.

I'm looking to work with business owners who want to be sure they are not losing out because they look second rate and also who want to feel really proud about all their marketing material.

If that's you, or you know of someone I might be able to help, then give me your business card and I'll get in touch - or perhaps we can meet up today.

That's Bunny from Brandall Design”

Thank you

If you would like to find out more contact Bunny or Chris



t: 01264 362593 m: 07826 543266
e: design@brandalldesign.co.uk
www.brandalldesign.co.uk



Simply Great Copy Ltd

t: 01722 353013 m: 07828 019308
e: chris@simplygreatcopy.com
www.simplygreatcopy.com