**7 Steps to a Great Elevator Speech**Plus my own elevator speech as an example (replace it with yours).

## **1) Who we are and what’s our project**

Marc: My name is Marc. I'm the founder of ElevatorSpeechTraining.com.

## **2) What we do and who’s our customer**

Marc: We train professionals to refine their elevator speech to make a great impression and create interest in a 60-second encounter.

## **3) Why it matters**

Marc: That first minute is make-or-break. It decides whether somebody connects with you, believes you, and will want to have something to do with you in the future.

## **4) The problem we’re solving**

Marc: Most people never practice their elevator speech, in part because they don’t know how to do it effectively.

## **5) Our unique solution**

Marc: We’ve perfected a new but now proven method that uses video calls for elevator speech training. It’s similar to Skype. You can do it from your home or office.

## **6) We know it works**

Marc: We’ve developed an instant-replay video system that simply works. Our clients make astounding progress in a single one-hour training session. The response has been universally positive.

## **7) Call to action**

Marc: For a training session, contact me at www.elevatorspeechtraining.com