



Elevator Statement and Problem Benefit Target Goal (PBTG) Model

We solve **[problem]** by providing **[benefit]**, to help **[target]** achieve **[target's goal]**.

Here is an Elevator Statement using this paradigm:

For Nespresso:

We solve the problem of an inconsistent cup of coffee by providing ready-to-serve individualised premium coffee helping coffee drinkers enjoy that perfect cup every time.

We make money by providing customers an integrated system of state-of-the-art machines and coffee pods that coffee connoisseurs can find in leading malls and online.

PBTG paradigm for Personal Brands

Let's try this model for an elevator statement for your own personal brand.

In principle, the model stays the same, although you will need to change the 'we' for 'I' and also the second sentence to a role based one.

I solve **[problem]** by providing **[benefit]**, to help **[target]** achieve **[target's goal]**.

I work as a **[role]** helping **[customers]** to get **[benefit]**.

Using the PBTG paradigm, the Tax Accountant elevator statement would be re-phrased as follows:

I stop people paying excessive tax, by designing individualised tax strategies that help professionals achieve their financial goals.

I work as a Tax Partner with (the name of a top name firm) helping personal clients legitimately keep more income in their pockets.



Write your PBTG
