



**Remember the main aim of an elevator statement is to make an impression in the first few seconds, so that the listener engages and asks for more.**

**When you are asked, be ready to have plenty of short story examples to show value in a variety of ways:**

**On a business level**

- That you are the first to do this

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- Why your offering is different

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- Why your offering is better than similar products or services

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- How much traction you have in the market

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- Why this is difficult for others but that you can deliver better

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**On a Personal Brand level**

- That you are qualified to do this

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- How you have helped similar clients in the past

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- How you have benefitted your employer achieve success by employing you

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- What branded clients you offer service to

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- How long you have been doing this

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