



What advice can you give about Elevator Statements?

The elevator statement is a quick pitch that invites the person you are pitching to ask for more.

Let me give you 2 models that work:

I. Simon Sinek's work on the Why

To **develop a Why based elevator pitch**, it's helpful to consider two very central questions:

- 1. What triggered you to start on your own journey?**
- 2. What stories along the way helped to reinforce that your journey was on the right path for you?**

These two questions are 'great for thought' for uncovering your Why!

For as long as I can remember, I was appalled how much money the government wasted. I decided to become an expert on tax. I made it a purpose of mine to help my clients legally reduce their tax bill - putting more money back in their pockets, rather than in the government coffers.

I happen to be a Tax Partner with (Top Name Firm)."

Don't you think this is a lot more engaging than:

"I work with (Top Name Firm) in their tax practice"

When people can articulate their own Why, there are triggers that go off, not only in their own physiology, but also in the physiology of the listener.

Those triggers are deeply rooted in the same parts of our brains that give us pleasure when we hear a story.

Stories - whether at job interview - or anywhere else, play on the wiring of the human brain.

When we tell stories, the brains of both the teller and the listener get in sync.



And what about the other approach to an elevator statement?

Here's another formula that I've successfully coached people to use:

2. Problem, Benefit, Target, Goal paradigm

PBTG Paradigm for Personal Brands

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

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

Using this 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 KPMG helping personal clients legitimately keep more income in their pockets.

OK. So I get both. But then what?

Because by definition, you only have a moment to deliver your elevator statement, it's optimal that you deliver a concise statement that leads to the listener asking for more.

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

On a Personal Brand level

- That you are qualified to do this
- How you have helped similar clients in the past
- How you have benefitted your employer achieve success by employing you
- What branded clients you offer service to
- How long you have been doing this



Finally

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.