



THE ELEVATOR SPEECH

Who Are You and What Do You Do?

If you were in front of a dream prospect could you deliver your value proposition in a way that would make them say, **“Tell Me More!”**

It may not happen in an elevator but personal encounters happen every single day. Are you ready?

Times Have Changed

The term, elevator speech, comes from the scenario of an accidental meeting with someone in an elevator. In essence it is the 2 minutes that it takes to ride an elevator and make a powerful, lasting impression on someone.

In today’s world, **a prospect will decide in the first 10 seconds** whether they want to hear more. **We have become instant decision makers.** We receive thousands of commercial messages per day, each lasting between 5 and 15 seconds. We are not willing to tolerate 2 minutes.

You have 10 seconds to make a powerful first impression and prospects who say “Tell Me More!”

Crafting Your Elevator Speech

ASK YOURSELF **3** QUESTIONS:



1. Who are you and what makes you unique?
2. What problems can you solve?
3. What benefits do you provide?

THE ELEMENTS:

- short
- visual
- defined
- realistic
- compelling
- memorable
- goal-oriented

Edit. Rehearse. Edit. Rehearse. Edit. Rehearse. Edit. Rehearse. You will know that your elevator speech is **ready when it sounds unrehearsed.**

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Michael Morrow, CFP

To learn why Mike is known as **The Leader in Marketing Strategies™**, contact us.

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THE ELEVATOR SPEECH continued

Financial Advisors recognize the importance of the elevator speech. So much so that it is one of the **highest-ranking Google search phrases by Financial Advisors**, even ahead of “how to get referrals.”

Over the course of a year
we are all asked, “*What do you do?*” hundreds of times.
Are you prepared with an intriguing and memorable statement?
Don't miss this opportunity.

Examples

Here is a collection of elevator speeches that we gathered from the Internet that we believe hit the mark:

*“We answer the question that everyone wants an answer to:
Will I have enough money to last me for the rest of my life, in the manner
to which I have become accustomed?”*

*“Our team develops financial plans that ensure that they have the means to
realize their dreams. Our success is seeing our clients succeed.”*

*“Families and businesses choose to do business with us because we can help
reduce the risks of living too long, dying too soon or becoming disabled.”*

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Every Financial Advisor needs proven, one-of-a-kind marketing ideas.
Michael reveals marketing strategies that you can take home and
implement immediately, that will get results.

Michael Morrow, CFP doesn't just talk marketing; he has been a Financial Advisor for 25 years. He understands the importance of client appreciation and the power of marketing strategies. Mike is an International Speaker who shares his award-winning ideas all over Canada, The United States, Mexico, Asia, Australia and New Zealand and at Million Dollar Round Table events, including The 2012 MDRT Experience and The 2012 and 2009 MDRT Annual Meeting.

Invite Mike to your next event and find out why he is known as:

The Leader in Marketing Strategies™

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