

# :60-Second Elevator Template

The :60-Second Elevator template can be used for blogs, presentations, commercials, and more. The flow of the template is to capture your audience's attention, create interest, increase desire, and get the person to take action. It's called a :60-Second Elevator Template because it's what you'd tell someone if you were on an elevator and you had a short time to deliver the most compelling presentation.

1. **Headline - Capture Attention**

The headline is the first opportunity you have to capture your audience's attention. When you use words and phrases that describe familiar problems your audience is feeling the more powerful your headline. Find out what people want or what Pain/discomfort they want to avoid.

*What triggers your typical prospect to start to think about buying what you sell?*

2. **Sub Headline - Create Interest**

"If... then..." or "Just State Your Case"

3. **Body/Bullet Points - Increase Desire**

Go into Detail about 2-3 Benefit statements of your product/service by listing the Feature -> Advantage -> Benefit -> SILVER BULLET. You want to determine the important needs your product/service satisfies for your prospects. Look at both your product/service & the buying process.

*What do YOU do to give the customer what he wants?*

4. **Offer - Call to Action**

Summarize 2-3 Benefits, deliver an offer and tell them what action you want them to take.

## **Example for Accounting Firm**

**Headline** – Small Business owners do you make these simple bookkeeping mistakes that could trigger an IRS audit or possibly land you in jail?!

**Sub Headline** – My name is \_\_\_\_\_, I am with XYZ CPA firm and I have been amazed how many small business owners are completely unaware of the inaccuracies in their accounting.

**Bullet Points** – Focusing on three areas can eliminate a majority of these problems before they put you at risk. For example, bookkeepers are inexpensive and great at entering the information into your accounting software but could be putting you at major risk if they are not doing a couple simple things. The second area to be concerned about is the IRS is constantly working with new rules every year and this year there is more changes than in the last 20 years. You need to avoid the areas they are looking at to prevent you being lumped with tax evaders. Finally, is as simple as when you file. Early filers represent less than 10% of all audits so you want to avoid being late or delinquent on your taxes.

**Offer** – So if you'd like to know more about how to take simple easy steps to protect you and your business, get my free report or give me a call at \_\_\_\_\_.

## Headline Topics

Headline topics are a great starting point if your mind goes blank when you're trying to write your headline for your :60-Second Elevator Pitch.

### Headline Topics

<u>Headline Topics</u>	<u>Example</u>
How-to	How to dramatically increase your sales almost overnight.
Questions	Who wants to be better at _____?
Testimonials	John was able to lose 57 pounds in less than 3 months without changing his diet.
Guarantees	The 100% Iron Clad Lose a Pant Size Diet or Your Money Back.
Comparisons	XYZ brand users are 20% more satisfied than ABC customers.
Outrageous Claims	Eat My Favorite Foods & Lose Weight? Learn How...
Problem / Solution	Sales Down? How to get your cash register ringing tomorrow!
Numbers	13 foods to Avoid if you want to lose weight
Offers	Test drive _____ today for only _____!
Stories	I wasn't always skinny... in fact I was obese... I had a heart attack at_
Inflammatory	The US Soccer Lie
News	The biggest cause of death for people over 60.

## Bullets – Finding Proof

1. Articles / Press Stories
2. Associations
3. Awards
4. Books
5. Charts & Graphs
6. Client Lists
7. Comparisons
8. Compliance Checklists
9. Earnings Reports
10. Endorsements
11. Examples of Savings
12. Expertise Tests
13. Facts & Figures
14. Performance Audits
15. Photos
16. Product Demos
17. Quotes
18. Standards Lists
19. Statistics
20. Stories
21. Technical Drawings
22. Tests / Lab Results
- 23. Testimonials**
24. Videos

### Insurance Example of Feature-Advantage-Benefit-SILVER BULLET

**Feature** – With Accident Forgiveness

**Advantage** – If you're a safe driver now you don't get penalized like you would with other insurance companies and you

**Benefit** – won't have to pay higher premiums if you get into an accident.

*Look at both your product/service and the buying process.*

**SILVER BULLET** – So you can use that extra money to treat the important people in your life. *Ask Why? So What? Who Cares? To the benefit*

## Offer & Call To Action

Tell people how to respond and also provide Incentives, Free Reports, Limited Time Offers, etc. to get them to take action now.

# **:60-Second Elevator Pitch Template**

(approximately 150 words)

## **Headline**

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## **Sub Headline**

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## **Body - Bullet Points**

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**2.**

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**3.**

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## **Offer**

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