

# More :60-Second Elevator Pitch Templates

## Question Leading :60-Second Elevator Pitch

Have you ever (or Did you know) \_\_\_\_\_ (state a pain, condition or misperception) \_\_\_\_\_

Hi my name is \_\_\_\_\_ with \_\_\_\_\_

We help people \_\_\_\_\_ (state the pain, condition or misperception) \_\_\_\_\_ by providing \_\_\_\_\_ (state 2-3 benefits of doing business with you) \_\_\_\_\_

For a FREE Informational Kit on \_\_\_\_\_ give me a call at \_\_\_\_\_ or visit our website at \_\_\_\_\_.

## The Generic :60-Second Elevator Pitch

Imagine (pleasure) \_\_\_\_\_ without (pain) \_\_\_\_\_

Hi my name is \_\_\_\_\_ with \_\_\_\_\_.

We provide \_\_\_\_\_ (state what you do)

When you do business with us you receive \_\_\_\_\_ (state 2-3 benefits of doing business with you) \_\_\_\_\_

For more information and a FREE Report on \_\_\_\_\_, give us a call at \_\_\_\_\_ or visit our website at \_\_\_\_\_.

When structuring your :60-Second Elevator Pitch, use the following formula

**Attention -> Interest -> Desire -> Action**

The best messages evoke emotion in the receiver and support with logic.

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