

# **Elevator Pitch**

and

# **Personal Branding**

## **Workbook**

# Elevator Pitch and Personal Biography WORKBOOK

## What is an Elevator Pitch?

An elevator pitch is a powerful and concise description of you, your company and your services boiled down to 25 to 35 words. Pretend that you are about to walk into an elevator and you recognize the only other person joining you as someone who needs your services. Your pitch should be able to be given and understood by that person in the length of time it would take the elevator to arrive at their floor.

## What is the purpose of the Elevator Pitch?

The Elevator Pitch answers the basic questions about what you do and encourages the listener to request "Tell me more". Alternatively, a personal biography is appropriate where one does not need to be particularly concise, such as in a personal website or within a listing proposal. Information contained within a well written business biography should be able to be distilled down to a succinct Elevator Pitch for verbal delivery to anyone or written inclusion in various Social Media sites.

## Process

This workbook will assist in helping you establish a relevant and effective "About You" biography to begin with. Your biography will be a dynamic statement that can change and improve as you use it. It should be noted that a few selective word changes can dramatically change the effectiveness of your bio/elevator pitch. As an example I include three samples of an improved Elevator Pitch, each one representing a vast improvement over its predecessor.

*First Elevator Pitch* "For restaurants that need to measure and improve customer satisfaction, DynamoResearchCompany provides the answers you need in half the time through its proprietary combination of online and offline survey techniques." (31 words)

*Second, Revised Elevator Pitch* "If you're a restaurateur and can't keep your regulars coming back, you're lost. Using proprietary online and offline survey techniques, DynamoResearchCompany will find out how you can stop the losses and start generating profit." (35 words)

*Final Elevator Pitch* "DynamoResearchCompany helps restaurants improve customer satisfaction so that people keep coming back. Nobody else does it the way DynamoResearchCompany does it — with combined telephone and Internet contacts." (29 words)

Where do you begin? Take lots of time to answer the following 20 questions.

***When completing these questions ‘Be deliberate about being yourself!’***

**Target Audience**

QUESTIONS	YOUR ANSWERS
1. Who are the people in your target market that you would like to address? (might just look at your existing client base)	
2. Apart from referrals where has your business come from in the past 12 months?	
3. What is the lifestyle(s) of your favourite types of clients?	

**PERSONAL ATTRIBUTES**

QUESTIONS	YOUR ANSWERS
4. What do you do when you’re not selling real estate?	
5. What are you really passionate about?	
6. Which of these passions have you been able to use in some sort of real estate application for your business?	



## BENEFITS AND MESSAGE COMPONENT DEVELOPMENT

QUESTIONS	YOUR ANSWERS
7. What have you been told are some of your endearing qualities and character attributes? (you're allowed to stretch here)	
8. What makes you stand out as a person, a human being?	
9. What makes you stand out as a realtor?	
10. When clients chose you to list or buy through over another realtor, what reason(s) did they give? Conversely, when you lost a listing or a client, where did you err?	
11. What is it that you <i>do</i> in real estate or what is it that you know better than anyone else in real estate?	
12. In what aspects of real estate are you a total expert?	
13 .Why should a client <i>care</i> about dealing with you?	
14. What is in it for <i>them</i> when a buyer chooses to deal with you?  THIS ONE VERY IMPORTANT	
15. What is in it for <i>them</i> when a seller chooses to deal with you?	

THIS ONE EQUALLY IMPORTANT	
16. Why do you think that the brokerage Sutton Bayview is different?	
17. What single thing does your Sutton Bayview brokerage do better than any other brokerage?	
18. What is the value-added service(s) that a client would receive by choosing to work with you?  How would they benefit by this?  ANOTHER IMPORTANT ONE	
19. Why should someone be willing to pay for this? Have you saved any of your past clients money? Have you made any of your past clients money?	
20. What is your personal real estate philosophy?	
21. On one of your success stories, how did your clients <i>feel</i> when your clients were dealing with you?	
20. How do you want to help your clients?	



**AFTER WRITING THE FIRST ATTEMPT AT YOUR BIOGRAPHY REVIEW THE SAMPLE BIOGRAPHIES AND ELEVATOR PITCHES STOLEN FROM THE INTERNET BELOW FOR FURTHER INSPIRATION. NOW WE SAID 'INSPIRATION', NOT 'PLEASE COPY'!!**

For more than a decade, we have helped literally hundreds of families purchase and sell homes and investment properties throughout xmxmxm. Our company was founded on the premise that through a smaller and more focused business model we would be better able to deliver superior, personalized service to our clients. After all, helping people buy and sell properties is our only business.

✱

Bob's business philosophy begins with the belief that clients and customers should be treated as friends, and with respect. High pressure sales tactics are not part of Bob's philosophy! Bob helps his clients and customers explore their financial, lifestyle and real estate goals, then focuses his energy, skill and expertise on helping them attain those goals. Bob enjoys every opportunity to work with people, and he values the trust and confidence that is placed in him. The next time you buy or sell a home, look to Bob xmxmxm for the kind of commitment that personifies excellence. It's the hallmark of an individual dedicated to service.

✱

Xmxmxm's Ultimate Real Estate team – focused on providing exceptional customer service and unmatched marketing expertise while thinking of you, our real estate clients and your best interest. Our city's Real Estate is full of details and intricacies and our team of professionals will go above and beyond any expectation you may have.

Team TRIXIE BIXIE consists of true team players who are willing to place their own interests on the back burner while truly representing their clients.

✱

We pride ourselves in offering home buyers and home sellers outstanding personal service. Most of our new clients come to us by referral. Though we sell millions of dollars in real estate annually, we will treat you like you are our only customer.

Trixie Bixie and Hubby offer:

- \* Service. Real estate is our family's business. We are available when you need us, and committed to helping you in every way that we can.
- \* Innovation. Our marketing strategies help sell homes quickly for maximum value.
- \* Efficiency. We use the latest technologies to save you time in the home buying and selling processes.
- \* Dedication. Our clients receive outstanding advice, guidance, and advocacy. Your home is likely your largest investment, and we will guide you through the intricacies of negotiating and closing the sale.

\* Experience. Our list of satisfied clients is long. When you hire us, you benefit from our professional achievements and market knowledge.

✱

We are strong promoters of consumer empowerment and educating our clients.

✱

We have an extensive working knowledge of the local Your City real estate and housing market and use this knowledge to save our clients the most amount of money and time possible.

✱

We thoroughly understand what it means to be a Real Estate Professional and "practice what we preach" on a daily basis.

✱

We are very internet savvy - offering you, our client, the most cutting edge and efficient tools available.

✱

I am a Mom, Wife, Daughter, Sister, Friend, Blogger, Real Estate Agent, Trainer and Coach. I am TRIXIE BIXIE; Live, Love, Laugh

✱

My job is to help my clients find the right home.

✱

My reputation has other agents wanting to do business with me.

✱

We, the Trixie Bixie Entourage team, believe that the effective use of technology will save time and money for both us and our clients. Technology allows our clients to work with us on THEIR terms, not ours and allows us all more time to spend doing what we love. We are very internet savvy – offering you, our client, the most cutting edge and efficient technology tools available.

✱

Bio Realtor, blogger, writer, photographer, and I am here

✱

I believe in giving back to the community and have always done some kind of volunteer work.

My clients, friends and previous employers describe me as energetic, a quick learner, and creative. I would describe myself as an outside the box thinker with a sense of humor.

I currently sell real estate, write and take photographs.

✱

To make a significant difference in our clients' lives; to work with people we like; to ensure that our team members enjoy comfortable lifestyles while achieving personal and professional growth; and to always have fun.

✱

We sell real estate, and we're good at it. We listen carefully and talk straight - believing that's how we can best serve you.

✱

**You** are not dependent on us, we are dependent on **you**. We are not doing you a favor by helping you, you are doing us a favor by giving us an opportunity to serve you and your realty needs.

✱

We are committed to YOU. It is all about YOU and Your needs, wants and desires. We want to help guide you through the process of buying a home in.....

✱

Bio mom, tech geek, founding partner Social Media Marketing Institute, Your city real estate broker, philanthropist, if you catch me without my i-phone, call 911!

✱

Advocates for Consumer Empowerment in Real Estate. We love where we live & we love what we do.

**NOW, WITH THAT INSPIRATION, RE-WRITE YOUR BIOGRAPHY**

If you are not stiff and formal, neither should be your biography. Make the words apply to you and your manner. Try writing it a couple of more times to get the best final result.

**RE-WRITE YOUR CURRENT 'ABOUT ME' BIOGRAPHY, LEAVING OUT SOME UNNECESSARY BITS FROM THE FIRST TRY      YOUR RESULTS**

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**CAN YOU IMPROVE IT AGAIN?**

**RE-WRITE BIOGRAPHY ABOVE, FINE HONING IT INTO A RAZOR SHARP TOOL      YOUR RESULTS**

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## YOUR ELEVATOR PITCH

Once you have written your pitch below, rehearse it, review it, and practice. Work with your elevator pitch improving it along the way until you are very comfortable delivering it in a relaxed, confident manner. If you are not comfortable talking to a client about what you do they may well go with an agent who is!

**DISTILL YOUR 'ABOUT ME' BIOGRAPHY  
DOWN TO 35 TO 50 WORDS**

**YOUR RESULTS**

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## YOUR SUCCINCT 15 to 25 WORD ELEVATOR PITCH FOR SOCIAL MEDIA BIOS

**DISTILL FURTHER DOWN TO 15 WORDS, OR  
SO**

**YOUR RESULTS**

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