

## Do you ever have difficulty explaining what you do? Do you sometimes feel uncomfortable pitching yourself and your business?

### How often have you been asked, 'so what do you do?'

Whether it is in a social environment, a business setting or a family event, it is the inevitable question that always gets asked. And it is the perfect cue for you to respond with a great marketing statement about your business and show that 'what you do' is exciting, satisfying and incredibly fulfilling.

At Intimo, we refer to this as your "thirty second elevator speech". It is a chance to succinctly sum up your business and pitch it to others. A carefully prepared, eloquently executed elevator speech is one of the best tools you can have for your business. By following these four simple steps, you too can develop a winning elevator speech and use it to further develop and build your business.

### Step One Make it Personal, Pertinent and Passionate.

Identify what it is about your business that you love. Why did you get involved? What makes it so special and perfect for you? Can you sum this up in a few words?

People do not want to hear a big business spiel, they want to hear about the emotion, the personal side, what it means for and to you and perhaps how it relates to them.

Think back to why you got involved, what attracted you and what aspects of running your own business that you love. It is as simple as taking a few moments to gather your thoughts and identify why you love what you do. Is it the hours you work, the product, the control, the lifestyle, the people?

### Step Two Create your own elevator speech.

Put the reasons why you are in this business in a sentence or a couple of statements and make it a personal and passionate elevator speech.

For example, instead of saying "I have my own business, we have distributors all over Australia and a product range with five hundred items", tell them why you are involved and what you love about it. Create emotion. Show your passion. For example, "I just

adore the product and love working in fashion"

You may develop a couple of different elevator speeches that focus on different aspects of your business - which is great because then you have different options to suit different audiences.

Always end with an open ended statement. For example - 'and how about you?' or 'and tell me what do you do?'. This means that you will be able to keep the conversation flowing and you are giving people the opportunity to talk about themselves.

### Step Three Practice makes perfect.

Once you have created your speech, practice it so it flows naturally and doesn't feel like a script. Look at yourself in the mirror and practice your delivery. Try it out with friends & family. Repeat it in the car whilst you drive. Practice it. Perfect it. It needs to become second nature, and an automatic response

### Step Four Take it to the world.

Once you have perfected your delivery, start implementing it. Try it out. Find new forums in which you can network and meet new people. You could join small business groups in your area, attend breakfast seminars. Get involved in your local networking and community based events. The advantages of these types of forums are twofold. Not only do you have the opportunity to perfect your elevator speech and gain confidence in your delivery but it gives you a chance to see what other people are doing. It gives you a fresh perspective on other opportunities and the stimulus to generate new ideas.

So in summary, why not create a unique statement about your business and take it to the world? You know that you will be asked 'so what do you do' all the time, so turn it into a positive marketing opportunity for your business. Remember, it must come from the heart and needs to be your own words. Practice it and perform it regularly and show the world why your business is so great. Be proactive, be passionate, be personal and be proud of what you do.

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