

Or Prospect!
 "Enough about *me*.
 How does *your* company
 handle Public Speaking and
 Presentation Training?"

Your USP
 Unique Selling
 Proposition.

Your WHY?
 "People don't buy
What you do.
 They buy *Why* you do it."
 Simon Sinek's Golden Circle

Because
 is an *influencer* Word.
 Robert Cialdini

Hire Me
 gets right to the point.
 It's a good *dis*-qualifier.

Your Expertise
 Years in business, awards,
 major accomplishments.

The
Elevator Speech
 starts simple.
 As interest increases
 and time permits,
 it is expanded.

Your Example

ASK!
 "Enough about *me*.
 What do *you* do?"

I show them how to
 Develop, Practice, and Deliver
 "Knock Your Socks Off!" Presentations with
NO SWEAT!

They also *know* we perceive
really good speakers as EXPERTS!
 We like to work with *EXPERTS!* - Correct?

They do this *because* they *know*.
Speaking Opportunities
are Business, Career, and
Leadership Opportunities.

Businesses, Individuals, and Organizations
Hire Me because
 they want to improve their
Networking, Public Speaking and
Presentation Skills.

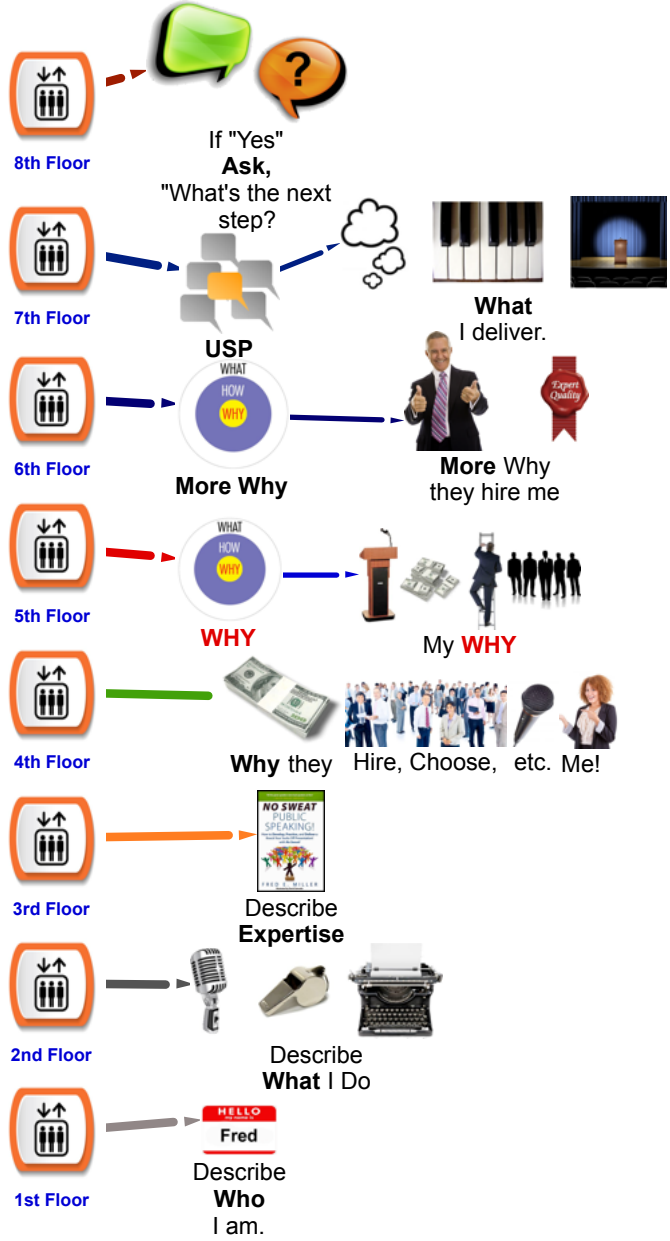
The title of my *first* book is,
"NO SWEAT Public Speaking!"

I'm a **Speaker**,
International Coach,
 and an **Author**.

Hello!
 My name is **Fred Miller**.



Fred E. Miller
 Fred@NoSweatPublicSpeaking.com



My Example

YOUR Elevator Speech Worksheet

Build It One Floor at a Time - Start at the *Bottom* and Work Your Way *Up!*

Fred Miller - Fred@NoSweatPublicSpeaking.com

8th Floor

Ask!

Either ask what *they* do, or Ask by bringing the subject back to you.
(This floor can sometimes be skipped in the “Group Audience” Elevator Speech.)

7th Floor

What You Do for Them!

Your **USP**, Unique Selling Proposition.

6th Floor

More Information on **Why they hire me.**
(This floor can sometimes be skipped.)

5th Floor

Your **WHY.**

People don't buy *what* you do. They buy **WHY** you do it.”

4th Floor

What *you* Deliver. **Why** they hire *you*.

3rd Floor

What is your **Expertise?**

2nd Floor

Describe **What** you do.

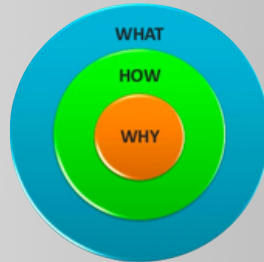
1st. Floor

Who you are. (Your Name.)

Ask.
Not, "Do you know anyone. . ."
Ask Like This:
"You probably don't know anyone looking for that product or service, *do you?*"



Tell them your **WHY**.
Per Simon Simon Sinek.
"People don't buy **WHAT** you do, they buy **WHY** you do it."



Tell them you are *hired* to sell that product / service.
Hire me says:
"I'm good at this.
I'm proud of it.
I get paid for it."



Rather than answering the question, "What do you do?" directly;
Ask a QUESTION that gets them thinking about the product / service *you* sell.



Silence

Or

Really!
I'd like to know more!

2

"I'm the guy they *hire* to develop, practice, and deliver presentations like that!"

P-A-U-S-E

1

"Have you ever watched and listened to a speaker and immediately thought, '**Wow!** This guy *really* knows what he's talking about! If I ever need that product or service, I'll contact him. I'll also refer him.'"

4

If you get referrals - *Great!*
If not - *Good!*
Move on - You have *DIS*-Qualified them.

You probably don't know anyone looking to improve their public speaking and presentation skills, *do you?*

3

"They *hire* me because they *know*:
'Speaking Opportunities are *Business*,
Career, and *Leadership* Opportunities!'"

Exchange contact information and an agreement to get on each other's calendars.

EXPRESS Elevator Speech



One of *My* Examples

**Start Here
and Go Up!**



