

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Memorize Your Elevator Speech"

September 2010

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

What's New ...

INSIDE THIS ISSUE

What's New ...

About Us

Promoting A Networking
Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or
Comments?

Guest Book

Memorize Your Elevator Speech

Ads

On a happy note The Write Plan, LLC has recently expanded the services offered. Be sure to review our website in the next few months for more information or contact me directly.

Also, we have found that even though people are being laid off they are taking the opportunity to do the things they often wish they could while working for someone else. One of those things would be to start their own business. Be sure to contact The Write Plan, LLC for all the writing you may need moving forward with your concept.

Happy Networking!

Chad

"The NetworkING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,800** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

Memorize Your Elevator Speech

Close your eyes and think about the following. You step into an elevator at the highest floor of the tallest building in town to head to the lobby. As the doors are about to close someone else steps in with you. Smiling you greet each other. The other person asks "what do you do?" Do you know how to respond? Would your answer be as long as the ride to the lobby?

Spending time now in the beginning memorizing your "elevator speech" lays groundwork for the ability to network efficiently and attract good clients. If you cannot put into words what you do clear and concise, how will others, or more important, potential clients, know what you do?

Abraham Lincoln is quoted as saying that it would take him two weeks to write a twenty-minute speech, but could talk for two hours without skipping a beat.

In business, a brief elevator speech with follow-up details is a MUST! The brief speech offers in a nutshell the view of your business, enough to whet the appetite of potential client(s) and cause them to ask for more detail(s). Later, when they are ready, you will be ready with your own more detailed follow-up. **Also, it may be a good idea to memorize both styles so you are never at a loss for explaining those things you do.**

Successful attorneys, accounts, real estate associates and other consultants all carve out niches in their businesses. Who has not heard of law firms and other consulting firms involved in large corporations that provide many types of services. However, that is the point! Those organizations are L A R G E! They will usually have departments just for gathering clients. Since you are a small organization you must think and operate differently. Becoming specialized your size becomes one of your biggest advantages.

Two Key Points:

- Include benefits will highlight the value to a potential client. Just saying what you do is never enough. Tell the potential client what they can get out of using your product/service.
- Attempt to close with some kind of offer ... follow-up phone call, free trial or consultation. **Remember** not everyone that you speak with has the ability or able to use your services/products so be prepared to listen and look for information/clues suggesting your words got lost in the trash.

While at a networking event talking to someone who is more focused on the alcohol is a clue to move on and stop wasting your time. **Time is too valuable and you need to mingle more!** The more people who hear your elevator speech, the higher the chances of landing a new client.

After writing down the brief version, memorize it. Try memorizing as much as possible the detailed version too. **If you have not taken the time to write it down, stop reading!** Do not continue until you have written a concise description of the services/products you provide.

With the declaration committed to memory, you will be able to tell people what you do clearly, without stumbling!

Remember "specialist typically make more money than generalist!"

Advertise here



The Write Plan, LLC

Chad E Zwigart, MBA/MPM
Principal Business Consultant

104 Renee Drive
Mars, Pennsylvania 16046

724.910.9640 Cell
724.625.2552 Fax

chad@thewriteplanllc.com
<http://www.thewriteplanllc.com>

