



*Attract, Impress and Motivate with
Lasting First Impressions*

*Elevator Speeches and Branding Blueprint
Workbook*

Attract new clients who are thrilled to do business with you, right?

It's important to understand marketing fundamentals, in order to succeed as an entrepreneur. You must learn to speak in your ideal client's native tongue. Once you're speaking their language, clarify and define your unique attributes in such a way that attracts their attention. Then you need to impress them enough to spark their curiosity and motivate them to take action to work with you.

Your Branding Blueprint

Not only will you be figuring out how to create a catchy introduction to win over your ideal client, you will be defining and clarifying essential information needed to market yourself and your business more effectively.

This workbook is a tool to guide you through developing your own branding blueprint to use as the foundation for all your marketing efforts now and in the future.

These are fundamentals that won't change much over time. When you are clear on what they are you will be able to represent yourself and your business with authenticity and integrity, which will attract success with joy and effortless ease.

The basic components of your branding blueprint are:

1. Discover and clarify your unique value provided (UVP)
2. Define your ideal client
3. Identify the target markets where you'll find your ideal clients
4. Discover and understand your ideal clients' needs, pains, and problems
5. Provide a unique solution that satisfies their needs, relieves their pains, and solves their problems.

Let's get started finding out more about you and how you are going to help your ideal clients.

Your Unique Value Provided (UVP)

This is what makes you unique in the marketplace.

Most likely it won't be just one quality that makes you unique. It's your special combination of experience, training, skills and personal qualities that make you unique compared to other professionals in your industry.

Let's take a peek and discover the buried treasure within you.

What do you do?

What are the various tasks you do in order to serve your ideal clients?

List everything from the mundane, like bookkeeping, to ordering supplies, to writing up invoices, as well as the specific skills related to your product or service.

Everything Counts

Don't take anything for granted in this list. Be specific, not general. Nothing is unimportant. Most likely it's not just one thing that stands out, but a combination of things that add up to your special allure. It may be something you take for granted that actually sets you apart from your competitors.

Perhaps you are fabulous at follow up and staying in touch in a thoughtful way that no one else in your industry has considered. Maybe you are a rapport building rock star. Whatever it is, this process will help you articulate it and then use it to showcase your unique value to your ideal client.

Leave no stone unturned. Make your list without censoring or withholding anything. Let it flow without editing or criticizing. Be generous with yourself. These are the tasks I perform in my business:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Benefits You Provide to Your Ideal Clients

The benefits you provide to your ideal clients will:

- Satisfy a need
- Relieve a pain
- Solve a problem

Think of the benefits for them, *NOT* the features of your product or service.

Tune into their favorite radio station – WIIFM - *what's in it for me.*

List as many benefits as you can think of, even the seemingly unimportant ones, that fulfill a need, relieve a pain, or solve a problem for your ideal client. Sometimes a small detail can make a huge difference in distinguishing your unique product or service compared to everyone else out there.

1. _____

2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

What else? Keep going if there's more. 😊

Ideal Clients

These are the people who want what you're selling. They are the low hanging fruit, the lay downs, the easy sales. Why? Because they are your ideal client. They want what you have to offer.

They are the only ones to spend your precious time working with, because they are the people who value and appreciate what you have to offer.

Everyone else is a waste of your time and resources. Seems harsh, I know. But, not really. Think about it. They will eventually frustrate you, waste your time, or cause you to compromise yourself or your boundaries in some way. That's because they don't understand or appreciate the unique value you offer. But, your ideal client does.

Focus on attracting your ideal client only. No one else matters. Really!

Let's identify who your ideal client is.

Don't hold back. Be picky. If you lived in a perfect world and had a business filled with the perfect customers or clients in every respect, from their needs to their personalities, who would your ideal client be?

Here are some ideas on where to look and what to consider:

Demographics – What's their age, income, family/single, profession etc?

Their Needs – what's missing that they need from you?

Their Pain Points – where does it hurt and why?

Their Problems – what problems does your product or service solve for them?

Target Markets

Successful entrepreneurs specialize in 1-2 vertical markets, rather than try to be all things to all people. Specializing saves you tons of time, money, and effort marketing to people who don't want, need, or value what you have to offer. Focus on the few that do and you will succeed with less effort and more ease.

Where will you find your ideal clients? Most likely there is more than one place or group you will find them. Perhaps they all share many of the same characteristics, but then there are some slight differences between them that separate them into different target markets. Most likely you won't have more than 1-3 target markets.

Consider these when defining your target markets:

Demographics – What's their age, income, family/single, profession etc?

Geographic Location – is it important in your business?

Trends and innovation – what's new? How can you capitalize on it to attract your ideal clients

Communication and Technology – what is the best way to reach them, communicate to them, engage them?

My target markets are:

1. _____
2. _____
3. _____

Your Customized Introductions

Let creative inspiration guide you during this step. Have some fun with it. Stretch outside your comfort zone a bit. You may pleasantly surprise yourself.

This is the first step to expressing who you are and what you have to offer. Don't be afraid of what anyone else thinks, because this step is for your eyes only.

This is a creative process. Be patient with yourself.

Start by brainstorming without censoring. Give yourself permission to be outrageous and crazy. Let the ideas flow without critique or editing.

This formula is effective for attracting, impressing and motivating people to respond and take action to connect with you. Keep in mind these things:

- Focus on and speak to your **ideal client only**.
- **Get their attention**. Stand out and get noticed with your uniqueness.
- **Speak in their language** to their concerns – needs to satisfy, pain to eliminate, problems to solve
- **Show them the benefits** you offer in a unique way that no one else does.
- **Always include a CTA** – call-to-action, that addresses a need, pain or problem
- Don't forget to **say your name and your business name** and tag line at the end.

- **Be creative.**
- **Have fun.**

Try this formula:

"I help/work with (Ideal clients) who (Ideal client need, pain, or problem) by (benefits you offer) and (your unique value). I'm (your name, business name, and what you do) and (CTA – call-to-action related to their need, pain, or problem).

Example:

I help small business owners attract more clients in a fun, easy, and affordable way in as little as 60 seconds.

I have a superpower for recognizing the unique talents and abilities of others and showcasing them to attract, impress, and motivate people to do business with them.

If you want to have more fun attracting more business with effortless ease, come talk to me to schedule a free 30-minute consultation.

I'll show you the secret for attracting, impressing, and motivating more people to do business with you.

I'm Writing Diva Deb. When you're at a loss for words I'll help you find them. I write so you don't have to.

Now you try it. 😊

Here are some possible situations you may need elevator pitches/speeches for, to introduce yourself in a unique, professional way that will get attention and keep it:

Networking Groups (45-60 seconds)

One-on-One Meetings – professional or personal (15-20 seconds)

Professional or Social Mixers – (15-30 seconds)

Unexpected Impromptu Meetings – in line at the grocery store, at the bank, at the gym etc. (5-10 seconds)

Other opportunities – trade organizations, professional meetings (15-30 seconds)

Prepare for all Occasions

It's a good idea to have a few versions of your introduction to use in a variety of circumstances. Memorize or at least be comfortable, confident, and familiar enough with them, so you can think on your feet and make a good first impression the next time you meet someone new.

Practice your introductions and time them. Write an introduction that is:

- 45-60 seconds in length
- 20-30 seconds in length
- 10-15 seconds long
- 5-10 seconds long

That's a Wrap

- Good job! Now you have a branding blueprint to use as the foundation for all your marketing efforts.
- You discovered and clarified your unique value provided (UVP).
- You defined who your ideal client is and their needs, pain points, and problems.
- You figure out where your target markets are.
- You identified the benefits you provide your ideal clients in your unique way.
- You created some dynamic, creative, attention-getting introductions to attract, impress, and motivate strangers to become friends and clients.

Remember to tune into WIIFM. Focus on what's in it for them.

Use all this information to lead your marketing efforts with authenticity, integrity, and confidence.

You've earned the right to serve your ideal client like no one else can. It's what you're meant to do.

If you focus on communicating your message to your ideal client only, you will succeed with less effort and more ease.

Now go serve and succeed in your unique way! 😊

Introductions Worksheet

45-60 Second Introduction

20-30 Second Introduction

15-20 Second Introduction

5-10 Second Introduction