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*Three Critical Steps to  
Effective Elevator  
Speeches  
for Job Seekers*

*Hillsboro Chamber of Commerce  
September 8, 2009*

- 1. Have something good to say**
- 2. Say it well**
- 3. Say it often**



- **Write a good elevator speech**
- **Say your elevator speech well**
- **Know where to network**



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*To Start With ...*

**A good elevator pitch often starts with a well-designed tagline**

**Begin with the tagline, and then be consistent throughout**



Look at business cards:

Over 12,000 TaxLogic customers since 1995 – **TaxLogic.com**

Specializing in pain – **hypnotherapist**

When it absolutely, positively has to be there overnight –

**FedEx**

Hot pizza fresh to your door in 30 minutes or less or it's free –

**Domino's Pizza**

Specializing in integrated medicine – **chiropractor**

To boldly go where no man has gone before – **Star Trek**

Not your average bean counter – **accounting firm**

Affordable Stress Reduction for the Tense, the Tired, the

Overworked, and Underpaid - **massage clinic**



A mantra is three to four words long and tells both customers and employees why your business exists.

A tagline is a 10 to 20 word slogan or phrase that conveys your organization's most important attributes or benefits.



## Federal Express

Mantra: Peace of mind

Tagline: When it absolutely, positively has  
to be there overnight



## **Top 10 Taglines/Mantras**

**Got milk? 1993 - California Milk Processor Board**

**Don't leave home without it - 1975, American Express**

**Just do it - 1988, Nike**

**Where's the beef? -1984, Wendy's**

**You're in good hands with Allstate -1956, Allstate Ins**

**Think different - 1998, Apple Computer**

**We try harder - 1962, Avis**

**Tastes great, less filling - 1974, Miller Light**

**Melts in your mouth, not in your hands - 1954, M&Ms**

**Takes a licking and keeps on ticking -1956, Timex**



*– which one is right for you –*

## There are three types of taglines:

- Emotional – they create a tone or feeling about your organization. Often these are mantras
- Philosophical – they describe your organization's philosophy. Often, these are mantras
- Descriptive – they explain what your organization does



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## *Which Tagline?*

**Use the emotional or philosophical tagline  
if you have a large marketing budget**

Just Do It

It's The Real Thing

Your potential. Our passion.



- Use a descriptive tagline if you want to get your point across effectively
- Use your organization's emotional or philosophical mantra/tagline as a guide or base



Telling the Story of the New South - 1865 to Tomorrow. – Levine Museum, Charlotte, NC

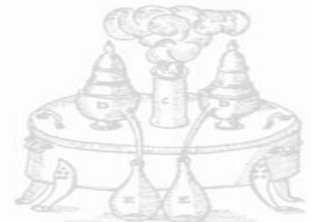
You'll wonder where the yellow went when you brush your teeth with Pepsodent.

The fastest and easiest tools for individual income tax. – eSmart Tax



1. What kind of services do you offer? What is the end result of your services?

- Setting up or optimizing in-house databases for the client
- Establishing complete maintenance packages, including data entry
- Data cleaning and normalization
- Query design and report generation



2. How do you do this?

create, program, revise, scrub, etc.

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3. Who is your audience?

Small to medium-sized businesses who ...

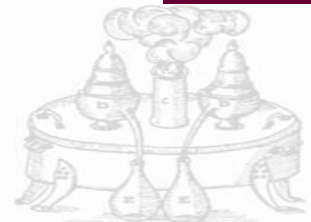
Large corporations who...

Organizations who ...



4. How to X with Y using Z  
Or, how to Y with X using Z  
Or, any way it sounds good

We design and develop general business and direct mail database applications in Microsoft Access.



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*Another Way to Say It*

5. Is there a better way to say it?



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# The Magical Blurb – also called The Elevator Pitch

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# How Long Can a Minute Be?

60 Seconds



30 Seconds  
30 Seconds



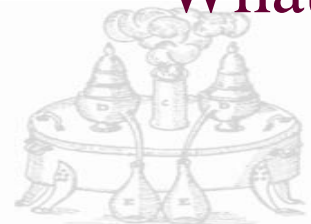
10 Seconds



Your 10-second blurb should answer the question “what do you do?” with three important pieces of information: what you do, who you do it for, and what they get.

**Example:**

What you do:	Design and develop databases
For whom:	General businesses and direct mailers
What they get:	sound database and mailing list management
What you get:	Money, of course



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Philosophical Tagline/Mantra:

Rediscovering the heart of the home – **UCAN2COOK**

*BECOMES*

Descriptive Tagline:

Teaching busy people to cook healthy, quick and delicious meals using all-natural ingredients and high-quality kitchenware – **UCAN2COOK**



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## Descriptive Tagline:

Teaching busy people to cook healthy, quick and delicious meals using all-natural ingredients and high-quality kitchenware

***BECOMES***

## 10-Second Elevator Pitch:

I teach busy people how to cook healthy, quick and delicious meals using all-natural ingredients and high-quality kitchenware (9 seconds)



Databases made easier (from Microsoft page)

*BECOMES*

We provide the highest quality database development and management and deliver your project on time.



We provide the highest quality database development and management and deliver your project on time.

***BECOMES***

We help companies by designing, developing and maintaining the highest quality database so your mailing list is most effective.



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# *Problem Solving Perspective*

We provide the highest quality database development and management and deliver your project on time.

## *BECOMES*

If your mailing labels do not meet United States Postal Service guidelines, you end up spending more money than necessary. We can ensure that your addresses are correct, your data is in the proper format (including presorts), and even print your mailing labels for you.



We provide the highest quality database development and management and deliver your project on time.

***BECOMES***

We make sure that all the information in your database is consistent and accurate so you can save time and money.



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## *A Colleague*

We provide the highest quality database development and management and deliver your project on time.

### *BECOMES*

We work with industry-standard applications such as HTML, ASP.NET, Macromedia Flash, Microsoft Access, and Visual Studio.NET to provide companies with the right solution to their computing needs.



Using your 10-second blurb, add some details about one of your programs or events, and blatantly drop a few names your listeners may recognize.



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## *The 60-Second Blurb*

Using the 30-second blurb as a basis, expand a bit more.



Give them an offer.

Example:

I wrote an article that explains why keeping your database current is so important. If you give me your contact information, I'll send that right over to you.



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*Say It Often*

1. Have something good to say
2. Say it well
3. **Say it often**



- Anytime
- Anyplace
- When you meet someone, **ask them questions.** What do you do for a living? What do you do for fun? They will ask you also.



- Professional Association
- Grocery store
- While Banking
- Chamber of Commerce Meetings
- Anytime you talk to someone

Don't stuff it down their throat – don't do it the Amway way. Keep it light.



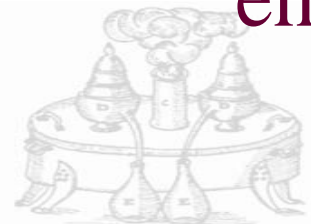
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## *Involving People*

Let people know what you do. They may not have a need for your services, but you never know who **THEY** know.



- **Business Card** – put your 10-12 tag line on it
- **Brief mention in a voicemail**
  - Sorry I can't take your call. I'm buried in a client's database right now. As soon as I surface, I'll give you a call back
- **Personal Webpage**
- **BE IT!!!** People will be able to feel that enthusiasm.



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# *The Most Important Thing*

People will work with you because of what they get out of it. Keep reminding them about the benefits.



## **Serving needy children by partnering with local companies to fund healthcare programs**

Hi, my name is Mary Jones, and I am a real estate professional. I also am a member of the Beaverton Lions Club. If you are like most people I know, you probably get very busy with your own career, family and friends.. That's how life was for me - until I read an article in the local newspaper about a program that helps kids get the eye glasses they need but their families can't afford to get. I remembered how terrible I felt when I was in grade school and one of the girls in class couldn't learn how to read. Everyone assumed she wasn't smart enough. Then the teacher discovered that she couldn't see well. But her family didn't have the money to get her the eye care she needed. I never forgot that girl.

So I contacted the Lions Club and thought I'd donate some money. Once I talked to the local president, I got really excited to learn that the people who belonged to the club were people just like you and me – they have a career, they have a family and yet they have a desire to get involved in activities that are both fun and beneficial for the local community. I live here – I work here – I want to do my part to make sure nobody get left behind.

In my work I meet a lot of senior executives of companies. It's been delightful to partner with them in raising the funds we need to expand our vision care program. As a side benefit, I've met some new potential clients as well. We play a lot, we laugh a lot, we make a difference.



- If you've taken any marketing courses, you've heard that you need to emphasize the benefits and list the features later.
- Feature: programmable database
- Benefit: save money because your data is clean.
- Transparency: the feeling they get when the mailing goes smoothly



## Our Offer to YOU

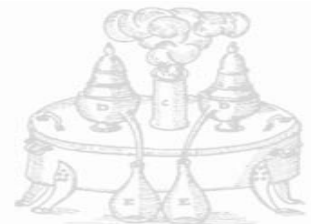
- 20% Off Business Card Printing
- 1000 Business Cards, full color, double sided = \$55.00

Requirement:

You give us camera-ready work



- Mentoring
- Self-Confidence Building
- Helping you write your personal success plan (similar to a company's business plan)
- Products and services to assist you in your personal marketing (i.e., writing a phone voicemail script)



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## *How To Contact Us*

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