

“So ... what do you do then ... ?”

Getting your elevator pitch right is crucial in creating opportunity. Yet still, most people mess it up and fail to realise the opportunities that they bump in to on a daily basis.

Here's our 4 stage process to introduce yourself:

1.

Pain related scene setter

You know how most people struggle to ...

2.

Introduce the downsides

Which means that ...

3.

Explain how you help people in relation to your scene setter

Well, what we do is, we help people to ...

4.

Finish with the upshots

Which means that ...