



Ditch the Elevator Pitch!

And create an “Intro-mercial” to passionately and persuasively present yourself, your product and your business.

TABLE OF CONTENTS

What is a Pitch? 3

WHAT’S IN IT FOR Them?..... 4

Engage Emotions 6

Speak to their Rational brain..... 7

Who are you?..... 7

Positive Personality Adjectives..... 8

Non Verbal Engagement Skills to master* 10

Five steps to a Perfect Intromercial 11

Three Pitches to Master 18

Create Your Engaging Intromercial 20

Do’s and Don’t’s to Remember 23

WHAT IS A PITCH?

“Sales Pitch”, “Elevator Pitch” “30-second Pitch”, “product pitch” we hear these phrases over and over but what do they actually mean? What is a pitch and why do we need one? I’m sure you can find several definitions but my simple definition is:

A business pitch is a short and concise description of yourself, your business, your product or your service which will engage a listener and encourage them to take some further action.

The important words in that definition are “engage” and “**some** further action”

How many times have you felt like the only thing a salesperson was interested in was closing the deal? And how many times have you been accosted at a networking event by someone who begins pitching to you before you can even respond to their hello?

This booklet will show you how best to engage your listener and why the purpose of your pitch is not necessarily about closing a sale but about creating a relationship.

It’s no coincidence that the word “pitch” is used to describe selling yourself or your product. Pitching yourself and your business, like baseball pitching, is a talent not to be underestimated.

For those of you who know baseball, you know that there are many pitches to choose from. The pitch you choose to use in a game depends a lot on the batter you’re facing.

Most pitchers learn to throw a **fastball** first. It’s the easiest to learn, the most effective and the foundation for all other pitches. If you’ve got a terrific fastball, you can probably end up striking out a good percentage of the batters you face.

Most of us learn the equivalent of the **fastball** when we learn to pitch ourselves or our products.

“Hi my name is Ann Becker and I work at RXL an all-purpose wealth management firm. I’m a certified financial advisor specializing in helping women reach all their financial goals. I’d love to work with you on creating a plan for your financial future.”

There’s nothing inherently wrong with that pitch. It is short and concise, and would probably “get over the plate”. But like good baseball players, our listeners have gotten used to the “fastball” pitch and it often loses some of its effectiveness. Would the listener remember Ann the next day based on that pitch? What about after meeting five other financial advisors? Doubtful.

That's why we need to reframe the whole concept of an elevator pitch. You think of the word pitch and you think of used car salesmen, balls being thrown at you and networking events where people talk your ear off and shove cards in your face.

I study a lot of neuroscience and I know how powerful words are.

So let's ditch the word pitch and create a new word. Intro-mercial. Intro-mercial. Combination of an introduction and a commercial.

You think of the word **Introduction** and you think, introductions can be helpful, right? You think of the word **commercial** and yeah, some of them can be annoying but they can also be very entertaining and engaging!

So let's talk about what causes people to engage.

WHAT'S IN IT FOR THEM?

Let's face it, when someone is talking to you, especially in a business situation, most of us care about only one thing:

"What's in it for me?" "How is this going to impact me, my life, my business or the lives and businesses of people I care about?"

I'm sorry, I know that may sound like I'm accusing human beings of being egotistical and you may argue that that is NOT at all what **you're** thinking about at those networking and sales events but come on, be honest, it probably is what you're thinking. And if you're not thinking it consciously, you are probably thinking it subconsciously and our subconscious is very clever. Your subconscious is the part of you that will start pointing your feet in the direction of the door when you are listening to someone talk about something that does not engage you. Your subconscious is what's causing your eyes to glaze over and your thoughts to wander.

Of course, what you are doing is not going to be able to impact the lives of **everybody** you talk to (everybody doesn't have a need for Superwidgets) but the way you structure and deliver your intro-mercial, should be able to **engage** people and keep their subconscious from hijacking their attention. Who knows, tomorrow they may meet 10 people in dire need of a Superwidget and they'll be extremely grateful that you had such an engaging and memorable conversation.

**Please remember:**

Many of us think of a pitch or intro-mercial as a **one-way monologue**. I'd really like to dispel that idea. Imagine a baseball game where a pitcher stood on the mound and threw ball after ball completely out of reach of the batter. The batter would have to stand at the plate, bat in hand, getting increasingly frustrated and annoyed. (*Yes, I know they do that when they want an intentional walk and it drives me crazy*) AND the reason that pitchers intentionally walk a batter is usually because they are afraid and/or intimidated by what that batter will do. I believe that's also why we dump our "pitches" on unsuspecting individuals. We are afraid to actually engage with them.

Unless you are speaking at a formal pitching event or to investors who have given you a certain amount of time to "pitch them," pitching can and should be a dialogue. You need information from your listener so that you can adjust your intro-mercial if need be.

The examples you'll see in this ebook, are examples. They are not meant to be said in one breath but as a guide for you to dish out information as needed.

ENGAGE EMOTIONS

“Logic influences thinking, emotion influences decisions”

Because people take action based on emotion FIRST, to engage a listener, you need to engage their emotions before they are able to *think* about your logical appeals. Below is a list of some of the emotional reasons people use to make a decision.

Think about your product or service. Ask yourself, what emotional benefit(s) does your product or service address? What do you want your ideal client OR investor ***feel like*** after hearing your intromercial? Think about what your ideal customer **wants, needs, values** and **cares about**.

I WANT THEM TO FEEL LIKE THEY WILL BE ABLE TO...

- | | |
|-----------------------------|---|
| 1) make money | 19) avoid criticism. |
| 2) save money | 20) take advantage of opportunities |
| 3) save time | 21) be an individual. |
| 4) work less | 22) avoid trouble |
| 5) gain comfort | 23) protect reputation |
| 6) improve health | 24) Feel safe |
| 7) avoid pain | 25) better position socially or financially |
| 8) be popular | 26) be seen as powerful or influential |
| 9) attract the opposite sex | 27) be thought intellectually superior |
| 10) gain praise | 28) escape from reality or unpleasant situation |
| 11) conserve possessions | 29) be the first do something or do something others can't do |
| 12) increase enjoyment | 30) re-experience pleasant things of the past |
| 13) gratify curiosity | 31) achieve or experience peace or tranquility |
| 14) protect family | |
| 15) be in style | |
| 16) satisfy appetite | |
| 17) be like others. | |
| 18) own beautiful things | |

WRITE DOWN THE TOP THREE EMOTIONAL APPEALS OF YOUR PRODUCT OR SERVICE:

SPEAK TO THEIR RATIONAL BRAIN

Once you engage their emotions, then and usually only then, will they begin to *think* about whether your product or service makes sense for them. That’s when you can lay out the logical, and rational benefits and features of your product or service.

I WANT THEM KNOW...

- Facts that can be proven - Ex. *Statistics, research, studies*
- Your job history and personal experience
- Specific evidence or information - Ex. *case studies, people or companies you’ve helped*
- Logical analysis of facts, reasons and examples. - Ex: *Your anecdotal results, experiences*

I know, you’re eager to know exactly **what** you’re supposed to say! I’ll get to that, I promise but before we talk about the ‘what’, let’s talk a little bit about the ‘how’. And before we talk about the ‘how’, I want to talk a little about the ‘who.’

WHO ARE YOU? WHAT’S YOUR BRAND STORY?

What distinguishes YOU from all of the other people who may be operating businesses just like yours?
What do you as a person add to the mix?

Communicating your personality, values and personal strengths to a perspective client or customer is can make a huge difference. IMPORTANT: This is NOT the same as your experience. Successful pitching is not only about what you do it’s also about who you are and **WHY** you do what you do.

START WITH WHY?

- Why do you do what you do?
- What values do you live by?
- What value do you provide?
- How are you clients, workplace better because of you?

BRAND RESEARCH

If you have trouble answering the questions above, think about:

- What did you want to be when you were 8 years old?
- What hobbies, interests have always been with you?
- What adjectives do your friends or colleagues use to describe you?

TYPES OF BRAND STORIES

- 1. Transformation** – How you transformed yourself or a situation from a failure to a win.
- 2. Redemption** – How you, a small “David,” won over a huge “Goliath.”
- 3. Miracles/Magic Bullet** – Something was wrong or broken and something you did, learned, or created fixed it.
- 4. Mythic or Epic** – An amazing, unbelievable event or journey either physical or spiritual that happened to you.

Below is a list of positive adjectives. What are some words you would use to describe yourself and what you bring to your business? How can you communicate those words during your intrmercial? It might be in the way you dress (color or style), your tone of voice, your business card.

For example: A word often used to describe me is dynamic. Therefore, I always try to wear some “dynamic” color and use a dynamic voice.

BONUS: You can also use this list as a subliminal confidence booster! Read through it before you “take the mound”- go to your next sales meeting or networking event. It’s guaranteed to give you a boost of feel good endorphins.

POSITIVE PERSONALITY ADJECTIVES

- | | | |
|-----------|-------------|------------|
| alluring | cheerful | debonair |
| ambitious | comfortable | decisive |
| amused | confident | decorous |
| boundless | cooperative | delightful |
| brave | courageous | detailed |
| bright | credible | determined |
| calm | cultured | diligent |
| capable | dashing | discreet |
| charming | dazzling | dynamic |

eager	industrious	sedate
efficient	instinctive	selective
elated	jolly	self-assured
eminent	joyous	sensitive
enchanting	kind	shrewd
encouraging	kind-hearted	silly
endurable	knowledgeable	sincere
energetic	level	skillful
entertaining	likeable	smiling
enthusiastic	lively	splendid
excellent	lovely	steadfast
excited	loving	stimulating
exclusive	lucky	successful
exuberant	mature	succinct
fabulous	modern	talented
fantastic	painstaking	thoughtful
fearless	peaceful	thrifty
frank	perfect	tough
friendly	plausible	trustworthy
funny	pleasant	unbiased
generous	plucky	unusual
gentle	productive	upbeat
glorious	proud	vigorous
happy	quiet	vivacious
harmonious	receptive	warm
helpful	reflective	willing
hilarious	responsible	wise
honorable	righteous	witty
impartial	romantic	wonderful

If you've ever heard me speak or read anything else I've written you'll know that I'm a big believer in the importance of non-verbal communication. My all-time favorite quote is:

**“WHAT YOU DO SPEAKS SO LOUD, I CAN NOT HEAR WHAT
YOU SAY”**

- RALPH WALDO EMERSON

Sometimes when we communicate, we 'do' things that are so distracting that they get in the way of the listener being able to 'hear' what it is that we are saying. Here are THREE important Non-verbal skills you can master to make yourself more engaging.

NON VERBAL ENGAGEMENT SKILLS TO MASTER*

1) **USE CONFIDENT BODY LANGUAGE:** No matter how fabulous your intromercial is, listener's when given the choice will believe your body language before they believe your words. Make sure your body language looks confident and is consistent with your message.

- Stand with feet planted hip distance apart
- Arms relaxed and ready to gesture
- Use gestures to emphasize your words
- Show your palms – makes you seem more trustworthy
- Try not to cover your torso with your arms

PRACTICE: Stand in front of a full-length mirror. Make sure the arms are relaxed and slightly bent at the elbows, hands are open and facing upward. Keep your gestures above your waist and coming from your heart center.

2) **USE A POWERFUL and PASSIONATE VOICE** – We all know that monotone voices are the kiss of death. Before you begin, pump up the enthusiasm.

- Breathe from your diaphragm and use your lower register*
- Pump up the volume and the variety
- Think of your words and phrases like individual notes of music. The most important words are the high notes the less important ones might be lower notes. Some phrases might come out soft and melodic, some might come out bright and bouncy.

PRACTICE - Find a poem, a song lyric or a well-crafted speech. (In my book, [Standing Ovation Presentations](#), I have several pages of speeches I use with my clients.) Choose the most important words in each sentence then record yourself “singing” the selection several different ways. Exaggerate at first just so that your voice gets used to variety. And don't forget to pause. Pauses are important parts of all music and all communication.

3) **FACE FACTS:** Before you start a presentation or a “pitch” of any kind, remind yourself to smile. This seems like a no brainer but you'd be surprised how quickly nerves can wipe a smile right off your face.

- And be sure to smile with your whole being. We all know how to turn the corners of our mouths up in the shape of a smile. However, it's important to engage your eyes and your soul as well.
- Raise your eyebrows – it creates a friendly open approachable expression
- Make good eye-contact but don't overdo it. Staring and eye-contact are two different things. Take a break from your eye-contact every 5-10 seconds.

PRACTICE: Look in a mirror. Imagine your closest, funniest or most supportive friend sitting across from you. Or imagine being in the most beautiful vacation spot in the world. What do your eyes do? What muscles in your cheeks are working? Keep practicing and remember that feeling the next time you need to look enthusiastic!

*To learn and practice breathing from the diaphragm and other vocal exercises you can purchase and download my SpeakEtc's [Vocal Workout CD](#) from Amazon.com

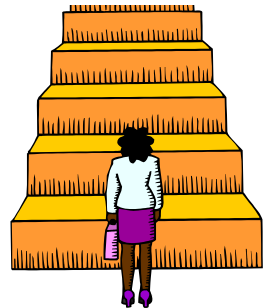
*For more detailed non-verbal tips, check out my videos on [YouTube](#).

NOW WHAT?

Okay... So...now you know it's important to engage emotions and to supply logical reasons. You know that it's important to bring your personality to the intrmercial. We also talked about how important nonverbal communication is if you want to deliver an effective intrmercial. So I guess the only thing left to do is create your intrmercial.

FIVE STEPS TO AN ENGAGING INTRO-MERCIAL

- 1) **Engage Them** – Make sure you have their attention and their interest.
- 2) **Inform Them** – Tell them what problem you solve; what need you fill. AND/OR What your mission, goal or objective is.
- 3) **Assure Them** – Tell them your experience/some results you have produced
- 4) **Seduce Them** - Tell them What's in it for Them - How can you improve their bottom line or save them money? AND/ OR How can you make their lives better, easier, more enjoyable or more successful.
- 5) **Invite Them (optional)** - Tell them what you're looking for and/or how to follow up.



The order in which these steps are carried out is not set in stone. EXCEPT it is wise to Keep Step #1 and Step # 5 in those respective positions.

1) ENGAGE THEM

Make sure you have their attention and their interest. DON'T START WITH YOUR NAME!

I can't say this enough, it's hard to interest someone in anything unless you show some kind of interest in them first. Failure to effectively engage the listener is the number one problem "pitchers" have. In baseball, throwing a pitch before the batter is ready is illegal and comes with a penalty. Giving an elevator pitch, sales pitch or networking pitch when the listeners isn't ready should be illegal too!

Ways to Engage:

1. Ask questions:

- **At Networking events and Sales presentations:** Try to gauge the person's level of interest, experience and need.

Examples:

"If you could design the perfect widget, what would it be like?"

"Do you ever have trouble figuring out good investments?"

"Do you love Public Speaking?"

- **More formal pitching:** Rhetorical questions work well for situations where the listener is waiting for you to "pitch" them.

Examples:

"Do you know women who struggle with balancing their check book?"

"Do you know that finances is one of the biggest issues facing women owned business?"

"How often to you need to replace your widget?"

"Do you know how much money the average business spends on widgets?"

"Do you know almost 90% of communication is non-verbal?"

2. State a statistic or fact:

"90% of American women struggle with debt management."

"8 out of 10 people who buy widgets replace them within one year."

One I use. *"It can take up to 12 visits to undo a negative first impression."*

3. Tell them a story

"I bought my first widget in college and ever since then I've imagined improving their quality."

"You know, I went through a devastating divorce 2 years ago and realized just how important it is for women to feel in control of their finances."

MINE: *"I was one of the shyest children on the planet..."*

4. Use a Quotation Or Twist a Quotation*: Make sure the quotation is not hackneyed or overused.

"A penny saved is a penny earned" –(Please don't use THAT quotation. It's just an example! See above warning!)

"Man cannot live by widgets alone" – (Okay... also bad!)

I often will start with the Emerson quote on page, 8. "Ralph Waldo Emerson said..."

*You can find great quotations by googling quotations or via Twitter. Just enter #quotations.

It's possible to use more than one engagement technique at the beginning of an intromercial but remember, the #1 characteristic of a pitch/intromercial is its brevity.

2) INFORM THEM

Tell them what problem you solve; what need you fill. AND/OR What your mission, goal or objective is.

This is where I suggest telling them your name and the name of your company. Before you've engaged them, it's unlikely that they will hear or remember your name or your company. And if your company or your name sounds the least bit confusing they will spend the time when they should be listening to your intromercial, trying to figure out your name. Use can also tell people what you do by using metaphors.

I'm Ann Becker I work at RXL an all-purpose wealth management firm. I'm a certified financial advisor and I'm committed to outfitting women with the tools they need to

*navigate any financial situation with ease and confidence. **METAPHOR:** I'm a McGiver when it comes to finding solutions to women's financial issues.*

*My name is Robyn Hatcher, my company is SpeakEtc. and I'm passionate about improving the quality of face to face communication. **METAPHOR:** I create communication make-overs.*

*I'm Ron of GWI and we create the only customized, ergonomic, energy efficient widgets in North America. **METAPHOR:** We are to widgets like the Rolls Royce is to automobiles*

USING METAPHORS

Einstein said: "If I can't see it, I can't understand it." I don't think you'll be speaking to many people who are smarter than Einstein. So make sure you get your listener to "see" what you're talking about.

THINK ABOUT: Colors, animals, sports, cooking, cars, trains, food, family, tools, books, movies, professions, your favorite activity, TV, shopping, politics, processes

Using X is like... Working with us/me is similar to... Our process is like...

3) ASSURE THEM

Tell them your experience and some results you have produced.

Yes, people are heavily influenced by emotions however, they also want to know the facts and the numbers. Because once they decide that they like you, they want to know if they can trust you enough to spend money on you. Knowing that you have a track record and that other people have trusted you will help make them feel more confident in your abilities.

This is where you really get to brag* (see sidebar if this word just made you squirm). What experience do you have? Be specific and be quantitative. How many years have you been in the business? How many clients have you worked with. How many units have you sold? How much money have you saved or made for a company? Have you gotten any awards, or important degrees? What type of clients have you worked with? What important companies have you provided for?

Ex.1 "I've spent over 15 years in the banking industry, first as analyst with JP Morgan and then as a financial advisor at Merrill Lynch. During the recent crash of 2008, I not only retained my entire client base but was also able to restore any loses my clients experienced in less than a year."

Ex.2 "I've been a communications coach and trainer for over 20 years. I've worked with CEO's, Doctors, financial advisors from Morgan Stanley Smith Barney, and accountants from Deloitte and Touche, I've been able to help non-native speakers win coveted interviews with the Big Four accounting firms and am an adjunct professor at both Baruch College and Fashion Institute of Technology."

Ex.3. "We recently signed an exclusive deal with 4 major retail chains for our widgets and were featured in the Detroit news as one of the new up and coming widget manufacturers on the East Coast."

I hear your little voice yelling! But what if I don't have a track record like that? Relax, go back to the reasons why you are doing what you are doing? Did you have or did you see a problem that needed to be solved? Talking about how you uncovered and solved this problem can often serve to assure people of your credibility.

NB.If talking about your accomplishments makes you uncomfortable because you'll feel like a braggart or that people will think you're full of yourself...

STOP!

Talking about your actual accomplishments is not the same of bragging! When you tell people about your accomplishments, you are giving them important information that will help them make an informed decision. It's your duty! Remember, in a court of law withholding information is a crime. In my court of pitching withholding specific details about your relevant experience is equally criminal

If you need further help, I've been very successful at uncovering people's bragging rights. Book [a laser coaching session](#) with me and we'll figure it out.

SEDUCE THEM

Tell them **What's in it for Them** - How can you improve their bottom line or save them money? AND/ OR how can you make their lives better, easier, more enjoyable or more successful.

Seducing them is important and yet difficult to do tactfully. If you've spent any time in a singles bar you'd know that. Go back to our list on Page 5. How are you going to make them feel? What need are you going to fill? What itch are you going to scratch? Let them know. But you don't want to sound like a bad pick up artist. You can be subtle here. And be creative. You can seduce them by telling them how you helped other people in similar situations. Or by talking about something positive they are currently doing and then suggesting ways that your product or service can add value. Sometime quoting a statistic can act as a seduction:

"Saving money in this economy can be tricky, it's really important to get expert advice from people who care"

"40% of businesses fail because of poor communication."

"Most people who switch from wadgets to widgets save about 20% on their energy bills"

Your method of seducing should vary, depending on the type of person you are speaking to. Which harkens back to the importance of making your Intro-mercial more of a dialogue and starting your Intro-mercial off with a question or a series of questions. The more you find out about your listener, the more you'll know what will be attractive to them about your product or service.

INVITE THEM (OPTIONAL)

Tell them what you're looking for and/or how to follow up.

Many people say that you must close your pitch with a call to action or a request. I say it's optional. Why? 1) Because you may have found the person you are speaking with is not your customer. Everybody is not. Or 2) You may have discovered that no matter how charming you've been, the person you are talking to is wearing a defensive guard about 3 inches thick. You can find that out through their facial expression, body language and/or their comments or vocal tone. In that case, they are waiting for you to try and close them so that they can tell themselves: "I knew it, all they wanted to do was sell me something" By NOT closing, or selling, you may actually have created the beginning of a relationship.

However, in the event that you want to close, you can try a **Hard Close** for those occasions where it's warranted – like when you're speaking to someone who has expressed interest and is considering investing in your business - or a **Soft Close** which is better at networking events and, if it should ever come to pass, in an elevator.

Hard Close: "I'd love to be able to take your business to the next level with my innovative training module. Here is my rate sheet. I'll call you next week about setting up a date"

OR: "I'm teaching a class next month, I'd love to invite you to attend. Here's the information. If you sign up today, you get a 20% discount.

Hard-ish Close: "I'd really like to keep in touch. I'm sure I could help save your company time and money. Can I call you next week to set up a time to get together and chat?"

Soft Close: "I'd love to work with you. Here's my card, let's keep in touch, would you mind if I added you to my mailing list?"

Softer Close: "It was really great meeting you. Here's my card. If you know anybody who might benefit from my product or services, please let me know."

Softest Close: "Great meeting you. Here's my card. Let's keep in touch" (BUT YOU MUST FOLLOW UP or else this is a NON-CLOSE)

Which close is the best?

All of the above! There are occasions where each of those closes would be effective. It depends on you (your personality, strengths and values), your product or service, your delivery, how consistent you've been with your messaging, how successful you've been at reading your listener and what you want from the relationship.

So be sure to have several closes, hard and soft, in your arsenal.

Not only do you need different types of Closes, it's also important to prepare and practice several different types of Intro-mercials.

Even though I don't like the word pitch.... For the sake of metaphor and analogy, and because my son is a minor league baseball pitcher, I've suspended my ban on the word "pitch" and created the following material.



THREE “PITCHES” (INTRO-MERCIALS) TO MASTER

The pitcher in professional baseball is arguably the most important player in the game. Similarly, skilled pitching is one of the most important parts of your business. Like a dedicated baseball pitcher, it's important for you to learn new pitches and practice the delivery of all your pitches to develop muscle memory. These are three must-haves.

FASTBALL – Like we already discussed, in baseball the fastball is the most common pitch used. It relies on its speed and sometimes its movement to “encourage” the batter to take a swing. **NB: With our fastball pitch, we are not trying to fool the listener into swinging and missing. We are inviting them to take a swing.**

- A Fastball sales pitch is your typical straightforward pitch. It's great to use at job interviews and sales meetings.
- It tells your listener - who you are, what you do, why you're great/unique at what you do and asks them to take action.
- Like baseball's fastball pitch, it's very serviceable and everyone should have one under their belt.

CHANGE UP – in baseball this is slower than the fastball and therefore unexpected. The batter thinks it's a fastball and swings either too early, or too late.

- A Changeup sales pitch is a pitch that might take a little more time. The change up is a great choice if you sense your listener is leery of being railroaded.
- To create a Changeup: You begin with one of the attention getting technique like telling a story or an interesting fact. Then stop talking! This can encourage your listener to take a swing – ask you a question or voice a comment. In addressing that question/comment you can use other ingredients of your pitch but it will seem as though the listener is leading the conversation, not like you are pitching to them.

CURVE BALL (a form of Breaking Ball) – The curveball or breaking ball in baseball is a pitch that changes direction on its way to the batter. Instead of going straight like the fast ball, it curves up or down or side to side.

- A lot of times in presenting ourselves we may start with a fastball or a change up and suddenly our listener gives us a visual or verbal cue that they are not engaged. Throw them a curve.
- Change your vocal tone, pitch or volume use humor, tell a story or give an example. Or better yet, start asking about them, their business or their needs. This unexpected turn will bring the listener's attention back and may help you reengage them in what you have to offer.

Ann Becker's revised Fastball Pitch: *Of course things can be moved/eliminated changed depending on listener and the situation. And remember this is the fastball!*

(Step1) *Managing finances is one of the biggest issues facing women owned businesses"* **(Step 2)"** *My name's Ann Becker. I'm a certified financial advisor at RXL, an all-purpose wealth management firm and I'm committed to outfitting women with the tools they need to navigate any financial situation with ease and confidence. I've spent more than 15 years in the banking industry, first as analyst with JP Morgan and then as a financial advisor at Merrill Lynch. **(Step 3 -WIIFT).**" During the recent crash of 2008, I not only retained my entire client base but was also able to restore any loses my clients experienced in less than a year. **(Step 4)** Here's my card. I'd love to work with you on creating a plan for your financial future."*

And here's a before and after INTROMERCIAL from one of my clients.

BEFORE:

My name is Sepideh Moussavi. I am a native speaker of Persian. I have been exposed to and studied Persian art, culture and literature. I am passionate about the rich Persian culture. Members of this group are Persians and non-Persians interested in showing the non-political aspect of Iran (or Persia). Iran has several thousand years of history and we would like to stress the broader picture of this nation as opposed to being caught in the current political/ religious scene. We hope to achieve this goal through hosting events that are based on Persian culture, language, food and art.

We worked on making this more engaging and emotional. This is her after. It's the long version which she was able to use as copy on her website. AND she can now take pieces of this website copy to use at networking events, presentations and videos.

AFTER:

(ENGAGE THEM)

هر کسی از ظن خود شد یار من
از درون من نجست اسرار من

*Everyone befriended me with assumptions
Didn't seek my secrets from within me*

How many of you can relate to this poem by Rumi?

(INFORM THEM) *My name is Sepideh Moussavi and I'm the founder of Persian Art and Culture Lovers.*

(ASSURE THEM) *I moved to the US 22 years ago from Tehran to go to study after my dreams of higher education in Iran were wiped out by the revolution. I earned two degrees in the US a Bachelor's in Accounting and a Master's in Health Administration. I did my best for many years to assimilate into the American culture. And like many of you I worked hard in this country and had many successes.*

However, 4 years ago, I began to feel empty and unfulfilled. I felt like something was amiss. I realized that I had an intense need to connect to my culture and that's why I started the Persian Art and Culture Lovers meetup group.

The group was a way to connect and support each other and in less than 7 months it grew to include 82 members.

(SEDUCE THEM) *I found that there are many of fellow Persians who feel the need to connect and share our culture. And now I realize that in addition to the need to celebrate and connect with our culture, I'm feeling the need to share our rich and beautiful culture with the rest of America and heal. I think it's vitally important to connect with the true Persian art and culture in the midst of this politically charged wave.*

(INVITE THEM) *Who would like to join me in turning my vision into a reality. There are several ways you can help. You can actively take part in our events by attending, sharing your ideas and visions, or donating time and money to help sustain our unique events.*

MORE EXAMPLES:

Most steps can and should be DISHED out and NOT DUMPED. Goal is to get them to ask for more. Choose when to share the next piece of information.

Example. My Intro-mercial

(Step 1) Did you know it can take 3-17 visits to undo a negative first impression? **(Step 2)** I'm Robyn Hatcher and I make sure your first impression is a lasting one by improving your presence, communication skills and mindset **(Step 3)** Communication is like chemistry, when the right elements are activated, you radiate confidence and attract more opportunities **(Step 4)** I combine my training as a Neural Linguistics Practitioner and my decades of experience in the entertainment field to create effective formulas that bring lasting results for individuals and companies like Hewlett Packard, Honeywell, PayPal, American Express and more. **(Step 5)** Let me know who in your company I could speak with about bringing in one of my programs.

Example - NTERNAL (based on an actual client I coached. It worked!)

(Step1) Congratulations on the project you just rolled out! And thanks so much for connecting me to some of the members on the products team. **(Step 2)**" Speaking with them made me realize that working in products is a great match for my skillset. **(Step 3 & 4)** For the last two weeks, I've been working with the president and her team project managing the kick-off meeting which has given me incredible experience and exposure to senior leadership. **(Step 5)** I hear that Angela on your team is moving on and I would like to put my hand up for her position.

CREATE YOUR ENGAGING INTRO-MERCIAL

REMEMBER: EMOTIONAL REASONS AND LOGICAL REASONS AND TO GIVE VOICE TO YOUR VALUE.

Engage Them - Write down several different attention getters. Remember what they are: Questions, Statistic, Quote, Story.

Invite Them – *What action would you like them to take or consider?*

DO'S AND DON'TS TO REMEMBER

DON'T: Throw a pitch if the “batter” isn’t ready – *It’s illegal in baseball and should be illegal in networking, pitching and sales.*

DO: Engage them; **Ask questions, State a statistic, Tell them a story, Use a quotation.**

DON'T: Waste time with an elaborate windup. *In baseball, if the pitcher starts his pitching motion and doesn’t throw the ball, it’s called a balk and a runner can take a base. (NB: Engaging them is NOT the same as an elaborate windup.)*

DO: Get to the point. Keep it simple, direct, clear and succinct. Get it over the plate!

DON'T: Use empty words.

DO: Choose words that have power, impact and imagery and compel the listener to ask you for more.

12 MOST PERSUASIVE WORDS ACCORDING TO A YALE STUDY:

YOU	NEW	EASY	PROVEN
MONEY	RESULTS	SAFETY	GUARANTEE
SAVE	HELP	LOVE	DISCOVERY

DON'T: Focus only on closing a deal. *A good baseball pitcher doesn’t strike out every batter. There are other ways to achieve the same result.*

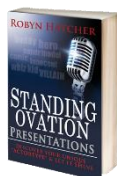
DO: Encourage future engagement. Suggest next steps. Ask how to follow up. Ask if you can send more information. Talk about what your ideal outcome would be.

DON'T: Weaken your pitch with poor non-verbals. *The confidence with which a pitcher takes the mound has a huge affect on the batter’s psyche.*

DO: Stand with power, speak with passion and voice your value!

NEXT STEPS:

Thank you for reading through this eBook. Now go out and practice as often as you can. Try out your Intr commercials on friends and family and at your next networking opportunity. Change it up! Think of several different engaging openings. HAVE FUN!



For more information on presentation skills, pick up a copy of my book, [Standing Ovation Presentations](#) or contact me for [in-person or virtual coaching](#).

I look forward to speaking with you.

A handwritten signature in cursive script, enclosed in a circular flourish.



Robyn Hatcher, is a professional speaker, communication expert, author, thought leader and award-winning actor. She is dedicated to transforming businesses by transforming the way people communicate and present themselves. As a certified Neuro Linguistic Programming practitioner, Robyn works on the mindset as well as the skillset. She has successfully trained and coached thousands of business professionals from Fortune 500 companies and noteworthy brands like Lifetime Television, Jones New York, UBS, AXA - Equitable, PayPal, Spotify, Hewlett

Packard and many others and has spoken in front of hundreds of audiences large and small. In 2018, Robyn appeared on [Good Morning America](#) speaking about the “me Too” movement and is thrilled and honored to have recently been named one of the '21 Leaders for the 21st Century' 2019 by Women's eNews! Her first book, [Standing Ovation Presentations](#) (Motivational Press, 2013), is a complete presentations skills guide that contains a unique communication-style system called [ActorTypes](#). **Standing Ovation Presentations** was listed on [Forbes.com](#) as one the Top [100 Coaching Book](#) and was named by [Six Figure Startup](#) as one of [4 Fun Business Books](#).

Robyn uses a broad range of techniques including, NLP, DISC profile assessment, video feedback and other proprietary tools to achieve incredible results with her clients. Contact her to develop a customized program for you or your organization. Robyn@SpeakEtc.com