

Crafting Your Elevator Pitch

View the sample elevator pitch below then complete the elevator pitch for your business on the back of this worksheet.

Identify Your Goal: What do you need the person listening to your elevator pitch to know?

They will know what Downtown Mobile Dog Grooming is and how they can use our services.

Identify Your Problem and Solution: What problems does your business solve and how do you solve them? List one to three problems your business solves. You do not need to use all problems and solutions in your elevator pitch.

Problem

1. Dog owners don't have the skills to groom their dogs.
2. Dog owners don't have the tools to groom their dogs.
3. Dog owners don't have the time to groom their dogs.

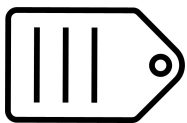
Solution

1. Experience grooming 75 dogs with many repeat customers.
2. Tools to fit any dog from Great Danes to Chihuahuas.
3. We bring the groomers to you -whether it's at home or at the office. Open 24/7 by appointment.



Define Your Unique Selling Position (USP).

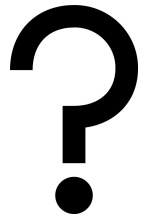
What makes your business unique? What does your business do that no one else does?



Downtown Mobile Dog Grooming meets dog owners where they are when they need us. We are open 24/7 by appointment in the Charlotte, NC and surrounding metro areas.

Create an Engagement Question.

This is an open-ended question designed to ask how the person you're talking to is addressing what your business is pitching in their life/business currently.



How are they currently handling their dog grooming needs?

Put It All Together.

Use 'I am' statements whenever possible.



My name is Sally and I am the CEO and founder of Downtown Mobile Dog Grooming. Our services enable dog owners to have their dog groomed when it's most convenient for them - no matter the time or place. Downtown Mobile Dog Grooming services the Charlotte metro area 24/7. To make your first appointment and save 10% on your session, visit DowntownGrooming.com.

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Complete your the steps below to craft your elevator pitch.

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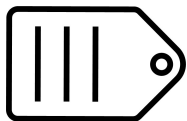
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<u>Problem</u>	<u>Solution</u>
1.	1.
2.	2.
3.	3.



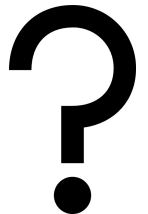
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