



MAKE BELIEVE TV, LLC

When we MAKE TV your audience will BELIEVE it.

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Your “Elevator” Speech

1. If possible, let the other guy go first

2. Who is your audience?

If you know what they are looking for, you can better tailor your remarks.

3. Whether in person or in email, Be Brief, Be Memorable & Be Gone Speaking is the new competitive advantage. When giving an elevator speech Keep it concise and compelling.

What can you do well?

Maybe you’ve done it before; maybe not.

If you say you can push a tree over & you can’t, that’s bragging;
if you CAN, that’s impressive. Don’t be embarrassed about what you actually can do.

4. Can you do it in seven words?

Jamie Pirowskin • Virtual Office Support, save time maximize efficiency.

Marshall Makstein • eSlide: Presentation graphics for high-stakes meetings

Adrian Miller • Sales consulting to win more new business.

Mary Scott • genius professional creative practical affordable YouTube communication.

5. Understand the “pain” and speak to how you make it go away.

Sample of good email introduction:

How hard is it for growing businesses to find an IT partner that is not only competent, but also trustworthy, responsive, and a pleasure to work with? It’s hard- really hard. Unless you’re reading this e-mail.

In the interest of brevity, here’s what we do:

- 1. We help business make smart IT decisions*
- 2. We act FAST to solve day-to-day IT problems*
- 3. We keep IT running smoothly (“like buttah”)*

Our clients are businesses (typically 5-50 employees) that:

- 1. Are Growing*
- 2. Are Efficient*
- 3. Value their Time*

Our creds:

1. We’ve been doing this for 5 years, which means we’ve been doing it long enough to master our craft, but not so long that we’re in danger of being out of touch.

2. Our [customer service](#) has been recognized by many as being among the best in the industry.

3. We’ve got an army of enthusiastic clients who are willing to speak on our behalf

Check out our website at <http://www.helpwithasmile.com> for more information including a rundown of our entire service offering, as well as case studies, staff bios, and more.

Michael Spadaro

6. Practice & keep it fresh. Don’t be discouraged; not everyone is ready for you yet.