

Discovery + Story Worksheet

Write a Killer Elevator Speech

Having a good response to what you do helps us stand apart from our competition and could lead to business later on. Check out my [top tips to write a killer modern elevator speech](#) and use the worksheet below to put them into action for you.

1. The problem my customers face:

2. The outcome or result for my customers after working with me / using my product:

3. How I get them from that problem (#1) to that outcome (#2):

4. Why I do it:

5. Put it together:

Here are **two** possible ways to pull these different elements together. Use these as a jumping off point to be creative and tailor your elevator speech into something that feels really authentic to you.

Sample #1: I used to struggle with [your answer to #1] for years. But, I figured out how to overcome it and now I help people to [your answer to #2]. [Pause to give the other person a chance to ask you for more information.] I do it by [your answer to #3]. It's really a labor of love – I want to help people who are struggling with [your answer to #1] because I was there myself.

Sample #2: I help people to overcome [your answer to #1]. [Potentially pause here to wait for the person to ask you for more information.] I'm inspired to do it because [your answer to #4]. I enjoy helping people to [your answer to #2]. What sets me apart is how I do it. I [your answer to #3]. [Potentially end the conversation with a call to action.] I'd love if you could share my contact information with anyone you come across facing a similar challenge.

Your Elevator Speech:

Need More Help?

There are several free resources available at www.discoveryandstory.com to help you improve your business writing and presenting. Sign up on the site to [receive emails](#) for additional tips and resources sent directly to your inbox.