

# 30-second Pitch

## What You Will Learn

*Introduction*

*The Model: 30-second Pitch*

*Overview of the Model*

*Business Company*

*Offering*

*Target Market*

*Offering's Key Benefit*

*Competitive Edge*

*Quick Conclusion*

*Top Mistakes to Avoid*

*Now What?*

*If You Learn Anything, It Should Be This*

*The Model In Action*

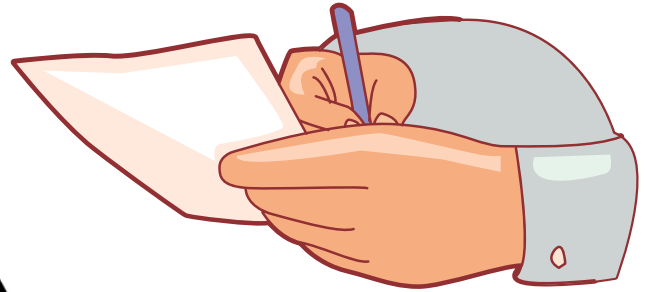
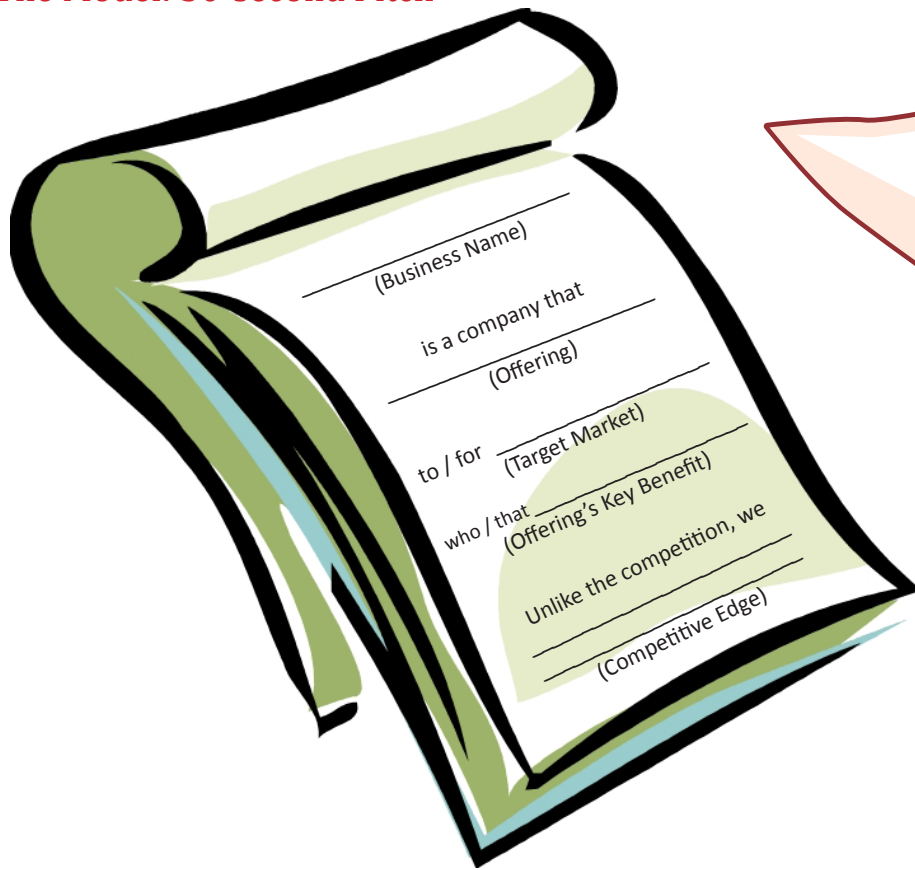


## Introduction

A 30-second pitch about your business is one of the most effective marketing tools you can have at your disposal. It's like your own personal commercial. Even better, it takes little time to create and it's absolutely free. It's your opportunity to tell potential customers about yourself, your business, and ultimately why they should buy from you. In your 30-second pitch, there's some key information you need to get across but you also need to be memorable. Your pitch has to speak to the listener, and it has to sound natural. This takes practice and rehearsal.

You'll use this pitch at networking events when you meet new contacts, whether they be potential partners, suppliers, financiers or customers. You'll use it in your various marketing materials. And you'll use it to tell friends and family what you're up to (so they can refer business to you). The model presented here can help you if you're having trouble getting the right message out, and if getting that message out improves your chances for better business.

## The Model: 30-second Pitch



### Overview of the Model

This model offers you a starting point; it's not the final answer. Your pitch will need to be tweaked until you've developed something that truly speaks to your target audience. Get the basics down and then customize your pitch until it's right. How will you know when it's right? You'll feel comfortable and your audience will respond positively. Eventually you'll see the results in increased sales and referrals.

#### Business Name (5 seconds)

Completing this part is easy. You should already have a business name. If you don't, see the module Creating a Business Name. Your business name is extremely important to your 30-second pitch, more important than your own name, especially if you're a larger firm. This is the beginning of branding your business. And only with a brand image can you become recognized.

#### Offering (5 seconds)

For this section, write down what you're actually providing to your customers. You could list your services (legal services, accounting services, manufacturing services) or you could describe your products. Consider how you want people to perceive your company versus the competition. How do you want them to remember you?

#### Target Market (5 seconds)

Here, write down your customer group? Who is your target market? Don't describe the demographic of the group; rather, try to find a 1-word to 5-word name for your customer group. For instance, if your business targets people 45 to 46 years old with \$100K+ annual income who are interested in travel, you might dub them "the mature 5-star travellers". Make it catchy. It should be a name that's easily understood by people. The meaning should be obvious. You don't want to leave any room for people to wonder who your business serves.

## Offering's Key Benefit (5 seconds)

How does your target market benefit from your offering? Consider the general reason that you and your competition are in business. Don't confuse this with what sets you apart from your competition. Rather, this is what you and your competition have in common. Think about the general need that you fulfill. Why would a customer seek any business that provides your service/product? For example, an accountant helps to keep a business' books in order. A wedding photographer takes pictures to help clients remember their special day. It's pretty basic but this statement clarifies what you do.

## Competitive Edge (10 seconds)

This is the most important part of your 30-second pitch and so it's allotted the most time. In fact, if you find that you speed through the other sections quickly, spend more time here. This is the key message you want the listener to walk away with. Essentially, it explains why customers should choose your business over the competition. What sets your business apart? How is it unique? Why is it better? Perhaps your business offers service in multiple languages, you educate customers, you're an independent provider, or you bundle products/services in a package. It's anything that helps you deliver more value to your target market. It's always better to have something other than price. List one or two benefits of your business here, but always have a few more up your sleeve. That way, if you find you have more time, you can expand on this section. If you're having trouble here, consult the Competitive Edge module.

## Quick Conclusion

Now that you have the skeleton of your 30-second pitch, practice it! There is nothing holding you back, and the quicker that you start using this, the sooner it will get better.

## Top Mistakes to Avoid

1. Not having a 30-second pitch
2. Not focusing on what your customer needs when discussing what makes your company different
3. Not having something that sets your company apart
4. Using confusing words to set the stage. This detracts from the key message of what makes your company unique
5. Not continuously improving and practicing your 30-second pitch
6. Not tailoring your pitch to the current audience (everyone is slightly different!)
7. Not having variations in length, based on the amount of time that you are able to speak with someone

## Now What?

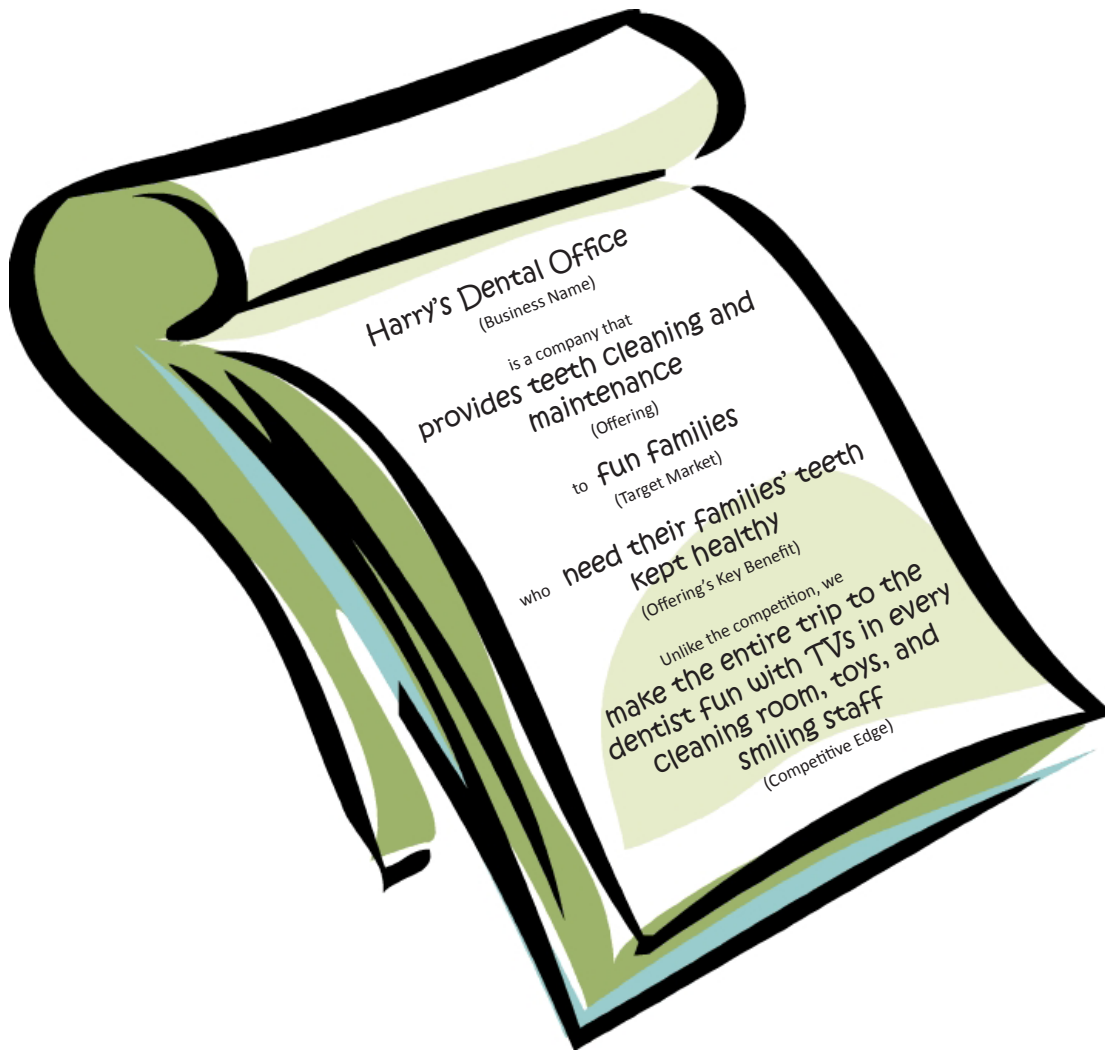
- Practice!
- Tweak your 30-second pitch so it works for you.
- Teach your pitch to your employees. The more people using this powerful message, the better. Put a version of your pitch in your email signature.
- Create other versions. You now have a way to explain what your company does and what makes it different. The message has taken into account your customer to ensure that you are speaking with them. However, often you'll have different products and services for different customers. You'll need multiple 30-second pitches; the pitch you use will depend on which will be the most effective for the given situation.
- Tweak these pitches too.
- Create a shorter 10-second introduction and a 3-5 minute introductory presentation based on expanding the points.

## If You Learn Anything, It Should Be This...

*Tell your customers how your company is different;  
give them a reason to switch.*

### The Model In Action:

Harry intends to open a dental office within the next month and plans to attend networking events to drum up some referrals. At his first networking meeting, Harry realizes that he doesn't know how to talk about his business. Referring to himself as a dentist really doesn't set him apart from the crowd. He uses this model to figure out what he should say.



Harry is excited about attending his next networking event. He wants to see how his new 30-second pitch will be received. Before that, however, he is planning to practice his pitch on his family that night over dinner.



---

## *30-Second Pitch*

---

\_\_\_\_\_

(Business Name)

is a company that \_\_\_\_\_

(Offering)

to / for \_\_\_\_\_

(Target Market)

who / that \_\_\_\_\_ .

(Offering's Key Benefit)

Unlike the competition, we \_\_\_\_\_

\_\_\_\_\_ .

(Competitive Edge)