Your Easy-to-Follow Template for Creating Your 30-Second Spiel

Get your pen and paper ready!

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You’ve probably heard the term “elevator pitch” or 30-second commercial, recently I heard someone call it the 30-second spiel and I like that (as you can see by the title, I’m using it now).

As my colleague Georgina Sweeney suggests, “Knowing how to introduce yourself when you meet people at networking events, in everyday life or at parties is a skill worth mastering. When you do, not only does it boost your confidence and your business, but it makes networking so much more enjoyable.”

Use this 3-step formula to create your 30-second spiel. Filling in the blanks helps you gain clarity in defining who you are and how you help others. (NOTE: In addition, it can later be fine-tuned and used as a powerful headline or in your marketing copy.)

Fill in the blanks as follows:

- **I help** (insert target audience)
- **Do, get or gain** (insert benefit)
- **Even if** (insert objection or barrier your prospect might have)

Example #1:

“I help coaches, solo- and service-based entrepreneurs communicate their passion in a way that captivates, compels and converts their prospects into loyal, paying customers even if they have been struggling with how to put their ideas into words in the past.”

Example #2:

“I help entrepreneurs who have internet access tap into countless business opportunities even if they only have 10 minutes a day and they aren’t techno-savvy, and we do so with proven social media strategies.”

(There’s more . . .)
My colleague Georgina has a little twist on the above template. She suggests the following four steps:

1. I work with <describe the specific niche or type of person that you help>.
2. Who are frustrated/struggling with <describe their #1 problem that you can easily solve>.
3. And teach/help/show them how to <describe your expertise and the solution they most want>.
4. So that they <describe your big, bold promise of how their life is going to be different with your help>.

“Of course, if you actually said those words out loud to someone, you would sound like a robot,” Georgina explained. “Make your introduction sounds conversational and natural.”

As you can see, both the 3-step and 4-step formulas have similarities. So, choose the one that best helps you get clear on your message. Or play with both of them until you feel comfortable with the final result. Then, go out and go for it!

Here’s to your writing success!
Debra
About the Author:

**Debra Jason** is a seasoned copywriter with more than 25 years of experience in the field of direct marketing.

After 10 years living in paradise on Kauai, HI, Debra returned to Boulder, CO where she first started her business, **The Write Direction** in 1989. Debra inspires you to communicate your message in a way that captivates, compels & converts your prospects into loyal, raving fans – even if you have struggled with how to put your ideas into words in the past.

She offers individual & group coaching as well copywriting services specializing in content for brochures, catalogs, direct mail packages, sales pages, Web sites and more. If you’re seeking a dynamic speaker for your organization or event, Debra speaks on the topics of writing, marketing, and social networking.

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