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Raise Your Elevator Speech To The Top Floor With Powerful Emotions

By Michael Clark

If your elevator speech sparks a buyer's curiosity, it's only doing half the job. Your elevator speech

should not only spark curiosity but also awaken powerful emotions. Small business owners can learn success from the Madison Avenue and branding experts about how to design advertisements and messages that drive consumers to feel and act upon their emotions.

While networking with other business leaders, I'm often surprised at how few utilize these techniques to their advantage. Below are a few examples of how to spark curiosity, make customers feel great and grow your business.

Here's a tagline, "We develop lasers that will cut your waste 20%." Sounds good; everyone loves saving. That should work, right? Not necessarily. Savings alone isn't enough. What if your competitor is telling prospects, "Our lasers cut your waste by 20% and that's the difference between staying in business or leading your industry." By adding the emotionally packed difference, the impact is doubled and takes the job away from you. Your competitor's "industry leading" emotional pitch demonstrates to prospects how the savings benefit will make them feel. Utilizing emotions constructively can be a real key to increasing sales.

One executive organizer I know claims in her elevator speech that she gives executives an extra hour each day. That's great, but think how much more effective her pitch would be if she added an emotional component to it. Let's say she's talking to an executive who obviously works out regularly and she says to him, "With that extra hour, you can work out, stay fit, and not feel guilty about the time you are taking away from your family." She just tied together an ego boost for working out and family pride. Surely that will earn her additional sales.

You've probably heard a lot about selling by benefits instead of features. Combining inspiring and thought-provoking emotions with exceptional benefits moves your message from the bottom floor up to the Trump Tower level. Here's an example of combining an emotion that goes along with a benefit. If you're selling a man on a dozen red roses, which is the more powerful selling statement? "Women love roses. You can't go wrong with them." Or, "Send a dozen of these to your wife at her office and all the other women will be envious. Your wife will love you for boosting her watercooler esteem." The second

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message ties in two very strong emotions, pride and love, and makes the buyer eager to receive the benefits.

In order to find the emotions to power your elevator speech, analyze your products' benefits and find at least three strong emotions that you can bond to each one. Practice different ways to utilize these emotions in your pitch. And keep it positive! Fear is old school.

If you follow the steps outlined above, I guarantee you'll profit by setting more meetings and receiving additional sales. Won't it feel good to be the one relaxing on a tropical beach enjoying the benefits?

Michael Clark

Business consultant and professional speaker Michael Clark has been helping businesses including Fortune 500 companies such as IBM and Cellular One succeed for over 20 years. For more small business success articles, go to

<http://www.biznbeyond.com>

The Graduation Speech: Farewell And Hello

By Analese Burnabaker

Anyone who has ever graduated from anything – high school, college, or perhaps a program lasting only a few months – has sat through a graduation ceremony. No doubt that ceremony was filled with a variety of elements. Perhaps special music was played, perhaps someone shared on the accomplishments of the graduates, and maybe you had to share or present part of the ceremony. One element that is present in almost every graduation ceremony is the graduation speech.

There are two main types of graduation speeches that are often presented during graduation ceremonies. First, a common type of graduation speech is given by the valedictorian of the graduating class. If you were privileged to graduate at the top of your class, then you know this speech very well. This type of graduation speech is primarily an avenue upon which a member of the graduating class gets to share memories and advice for their fellow graduates. Students share laughter and sometimes tears over the memories that the graduation speech details. The speaker gives advice and encouragement for the graduates that are about to leave one phase of life and enter a new one.

A second type of graduation speech often found at a ceremony is given by someone outside of the graduating class. Similar to the valedictorian speech, this kind of graduation speech is meant to give encouragement, wisdom and advice for those entering a new phase of life. The speaker is usually someone of importance, a business owner or a person of prominence in academia. The graduation speech usually includes a combination of humor and seriousness.

Do you have the task of preparing a graduation speech for an upcoming ceremony? If so, it does not have to be as hard as it first sounds. Begin by brainstorming a list of ideas. What do you want to

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communicate to your audience in the graduation speech? Do you want to primarily use humor, or will you go for a more serious speech?

Once you have brainstormed plenty of ideas for the graduation speech, begin making an outline to organize your thoughts. Do not include anything outside of the main theme that you want to communicate. If there is a time limit on your graduation speech, be sure to keep your speech within that limit. Then just be creative and have fun with it. Make the graduation speech you give memorable by being uniquely you. You know how you can best relate to the audience, so do it. Be yourself and show your personality in the graduation speech. People will be more interested if they think you are being authentic in your words.

So, whether you are about to attend a graduation ceremony and hear a graduation speech or whether you are about to present a speech, enjoy it. Graduation speeches do not happen every day. They only happen on graduation day.

Analeese Burnabaker has given many graduation speeches in her day. She loves to consult with people who are about to speak at graduations or any other big events. Discover more at www.allgraduationspeech.info.

<http://allgraduationspeech.info>



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