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You are already unique and memorable.

You are!

You just haven't learned to express your passion and commitment in a way that inspires people to call you.

If you've ever struggled to explain what makes you different...

If your message isn't getting across the way you want it to...

This is the perfect book for you!

My name is Andrew Winig, and I spent years watching people's eyes glaze over as I tried to explain what I do.

Through trial and error, over many years, and quite by accident, I finally stumbled onto the secret of the 30-Second Elevator Pitch.

Now my Elevator Pitch starts great Business Conversations.

Every time.

I am eager to share this knowledge with you because you have a great service and an incredible depth of expertise.

Now it's time to tell the world in a way that makes them want to spread the word.

It's time to grab people's attention. Let's get started...

The Elevator Pitch is a series of techniques for starting conversations.

So why are most people so reluctant to give their Elevator Pitch?

Simple. Because most people think that they have to do all the talking.

Big Mistake!

Why?

Because you can't start a conversation if you're doing all the talking.

Wait! How can you get the other person talking during your Elevator Pitch?

Aha! That is the million dollar question.

And as you'll discover shortly,

The answer is much, much simpler than you've been led to believe.

To understand why, we need to start with...

{ An effective elevator pitch
starts business conversations
that lead to leads. }

What is the purpose of the Elevator Pitch?

To start a conversation.

That's it.

And the absolutely worst ways to start conversations
are to

- √ Try to prove your expertise
- √ Show off your skills and talents
- √ List everything you could possibly do for
someone.

Because that's all about you.

And other people want to talk about themselves.

So the key to an effective Elevator Pitch is to say
something, then wait for the other person to respond.

Once they respond, you are in a conversation!

And it's a relief to learn that business networking
gets much, much easier, more relaxing, and even more
rewarding when you don't have to carry the whole