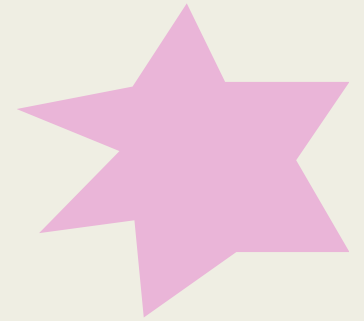


# How to Craft an Elevator Pitch That Gets Attention



**A template in 3 steps**



Susan  
Vincent



# 1-State the problem

Start with stating the problem or pain point your audience wants solved.

*For example: Most health and wellness coaches struggle to explain what they do.*





## #2-Provide the Solution

Tell them about your solution to the problem you just stated.

*For example: I offer a communication framework that helps coaches get very clear on their message.*





# 3-Talk About Their Success

Explain clearly how your client will feel after you have solved their problem.

*For example: When you get clear on your message you can attract your perfect match clients and grow your business in alignment with your values.*



# Putting It Together

Most health and wellness coaches struggle to explain what they do. I have a communication framework that helps coaches get very clear on their message so they can attract their perfect match clients that are in alignment with their values.



# Susan Vincent, Health & Wellness Copywriter & Designer

I believe there is nothing more important than authentically connecting with your audience, and encouraging them to grow beyond what they believe they can achieve.

[www.susanhvincent.com](http://www.susanhvincent.com)

