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# Website Unit

## What's your elevator pitch?

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**If you're not familiar with the elevator pitch, it's a metaphor for selling your big idea to a client in the time it takes for an elevator to get from the ground floor to its destination.**

The idea is simple. You're forced to cut all the fat from your presentation and distill it down to it's most important elements.

So what is your elevator pitch? More importantly why isn't it the first thing people see when they go to your website?

True story. Last year I was contacted be a management consulting company about doing some work. Being a diligent self-starter I went over to the prospective client's site to see what they were all about.

After 5 minutes of going from page to page, I'd learned a lot about the company's philosophy, and team members, but I still didn't have a clue what it was they did other than "management consulting."

Now I was a guy who they were looking to hire – so I had to spend the time looking through the site. But what if I was a prospective client who typed "management consulting" into Google and landed on a home page, heavy on sizzle and completely lacking in steak?

This is where we get to the elevator pitch. When somebody comes to your site, you'd better serve up an answer to the question they are searching for quickly. Because they aren't going to waste their time looking through multiple pages, when they can easily go back to the original search and try someone else.

Here's what to include right at the top of your homepage content.

What it is you do.

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What's your benefit to the client.

What makes you different.

Why they need you.

Here is the elevator pitch on the home page of this site:

Short Circuit Media helps small business, consultants and professional speakers make more money, by using social media (LinkedIn, Facebook, Twitter) to create brand awareness, while streamlining online marketing efforts to attract more visitors and convert more sales.

We don't just tell you what needs to be done. We do it.

Now if a visitor lands on this site, the first thing they see is what we do, and how it can help them grow their business. From this point on it's all about how we can help.

What's your elevator pitch? In the comments section, tell us what you do and why people should hire you. Write it as the new introductory paragraph to your site.