



### Your First Floor Elevator Pitch

Define your tribe:	
Their Top of Mind Problem (also stated as a solution) Ex: Inconsistent cashflow Consistent cashflow	
The benefit of the solution I offer is:	
My clients hire me because...	
Success Story:  Include: <ul style="list-style-type: none"> <li>• Original problem</li> <li>• Solutions tried unsuccessfully</li> <li>• Your solution</li> <li>• Results</li> <li>• Benefits</li> </ul>	

***Example: Hello! My name is Virginia Muzquiz. I help entrepreneurs create a dependable referred-revenue stream so they can build a business that fuels their passions and funds their dreams. My clients hire me because they know that word of mouth is the most cost-effective, least time-consuming way to attract lucrative, loyal clients. I recently worked with Dawn, an insurance agent who was working from dawn to dusk chasing customers and trying to make ends meet. She had spent thousands of dollars purchasing leads that didn't convert and was really frustrated with the lack of business her networking was generation. Dawn joined my Referrals for Life program to create a complete referral marketing plan. In less than a year of implementing the Referral Institute referral marketing system, her pipeline was full. Now she closes 80% of the prospects that walk through her door, her average sale has tripled and she makes it home for dinner each night by 6pm. Before working with me, whenever Dawn got home before 6pm, here kids asked: "What are you doing home?" Now, they ask: "Mom, what's for dinner?" And it is music to her ears!***