

BECOME
MORE **PRODUCTIVE**
MORE **EFFICIENT**
MORE **SUCCESSFUL**



with exclusive resources from



ELEVATOR PITCH: AN EXAMPLE TO GET YOU STARTED

A fully developed elevator pitch is essential for you to be successful at any networking event. To get started, review the example below, then create your own unique elevator pitch for yourself on the page opposite.

Your name

Hello my name is Craig Wilkinson

Company name

From Elite Business Academy

Who do you help? Who are your customers and clients?

We help owners of small to medium sized businesses to improve and grow their business and lives.

How do you help them? What products and services do you provide for them?

Each month hundreds of business owners travel from across the UK to attend our hybrid business coaching and networking academies to learn how to improve and grow their businesses in areas such as:

- * Knowing the direction and having a clear plan of where the business is heading*
- * How to generate more profitable enquiries from their marketing*
- * How to stop working long hours*
- * How to get paid quicker and make more profit*

Who do you want to speak to? You can be specific here including names and company names.

I want to speak to 'busy fool' business owners who are working long hours, not making big profits and have no clear plan or direction of where they are heading.

I would specifically like to speak to Richard Browne from Elite Accountants in Sheffield.

Your name

Craig Wilkinson

Company name

Elite Business Academy

MY 60 SECOND ELEVATOR PITCH

Invest at least 30 minutes developing your elevator pitch. You may have to edit this a few times to get it exactly right.

Read it aloud and time yourself to practice your delivery.

Once you are happy with it and your timing is spot-on, deliver this in front of a trusted colleague, and invite constructive feedback.

Consider the feedback and revise it where appropriate.

Your name

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Company name

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Who do you help? Who are your customers and clients?

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How do you help them? What products and services do you provide for them?

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Who do you want to speak to? You can be specific here including names and company names.

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Your name

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Company name

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Discover how to...

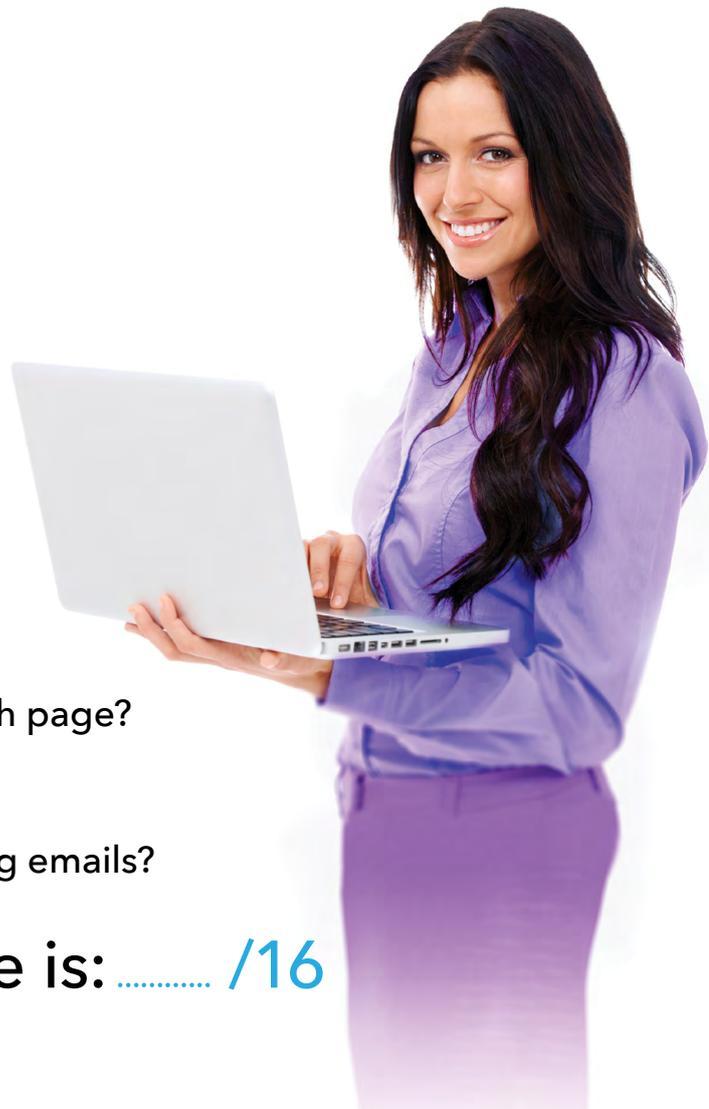


...and how to turn it into an enquiry generating machine.

So how does your website compare?

Use the checklist below to evaluate your website.

- Is my website built on Wordpress?
- Do I have a Blog that is regularly updated?
- Have I identified your website goals?
- Do I have multiple Lead Magnets?
- Is it mobile friendly / responsive?
- Do I have customer video testimonials?
- Do I have Google Analytics to track visitors?
- Do I have 'How To' videos?
- Have I identified my keywords for SEO?
- Do I have an introduction / promo video?
- Do individual pages reflect my keywords?
- Do social media icons link to my profiles?
- Have I identified my call to action?
- Do I have social media share buttons on each page?
- Do I have a 5 star customer review section?
- Do I have an email marketing system sending emails?



My website score is: /16

10 Business Tools

to Help You Save Time and
Become More Productive



FINANCE TOOLS

Go Cardless - Easy Way To Collect Direct Debits. www.gocardless.com

iZettle - Accept Card Payments From Your Mobile phone. www.iZettle.com

COLLABORATION / CRM TOOLS

Team Work - collaboration tools designed to maximize your team's productivity and communication. www.teamwork.com

Insightly - Provides customer relationship management software for small and mid size businesses across a range of industries. www.insightly.com

SOCIAL MEDIA TOOLS

Sprout Social - Manage multiple social media platform in one place. Schedule your posts and tweets. www.SproutSocial.com

Meet Edgar - Create evergreen content that is scheduled to be posted across your social media platforms. www.meetedgar.com

PROPOSAL / QUOTATION TOOL

Proposify - Create stunning looking and powerful proposals, quotes, estimates, contracts and win more business www.proposify.biz

TEAM & TRAINING TOOL

Belbin - Never employ the wrong person again. Use Belbin to employ the perfect person saving you time and money. www.belbin.com

PERSONAL DEVELOPMENT TOOL

Audible - Gain that valuable knowledge you need to grow by listening to powerful audio books anytime anywhere. www.audible.co.uk

GRAPHIC DESIGN TOOL

Canva - Makes design simple for everyone. Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers & posters www.Canva.com

HOW TO PLAN AND STRUCTURE CONTENT USING OUR 3 C's FORMULA

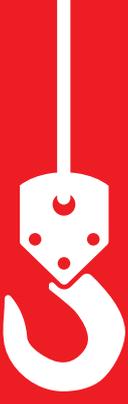
Almost every single piece of content follows a simple 3 step structure. For you to get the maximum exposure and engagement from your content, it's vitally important that you follow our 3 C's formula:

Compel, Content and **Call to Action**.



NOW PLAN YOUR OWN CONTENT USING OUR 3 C's FORMULA

Here is a blank template for you to write your 3 C formula for your future content:

<p>COMPEL</p> 	<hr/>
<p>CONTENT</p> 	<hr/>
<p>CALL TO ACTION</p> 	<hr/>

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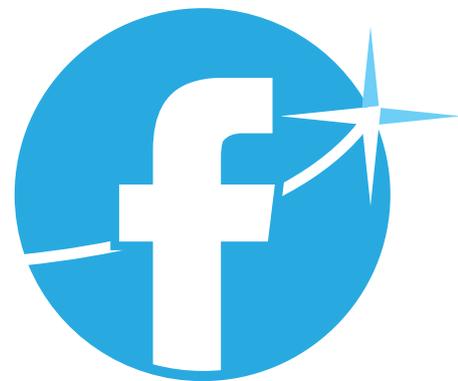
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WHILST DRIVING, IN THE GYM OR DURING YOUR 'ME TIME'!**

**Become a member of our
EBA Facebook community
and grow your business!**

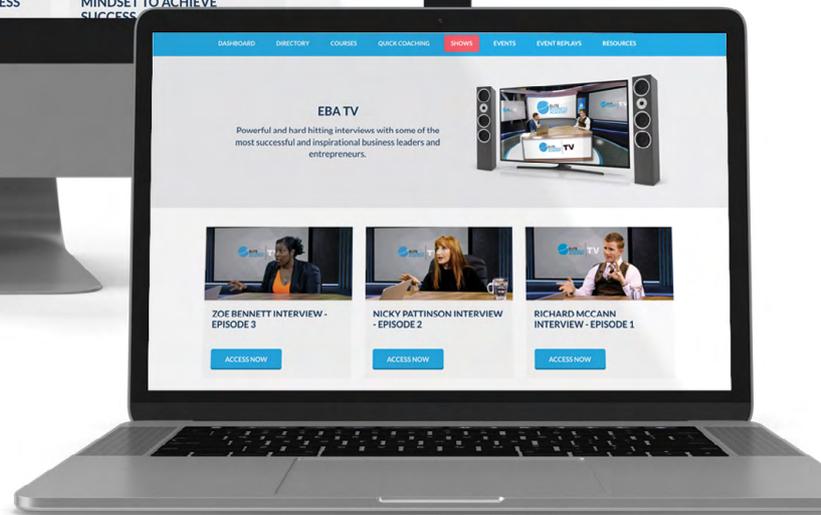
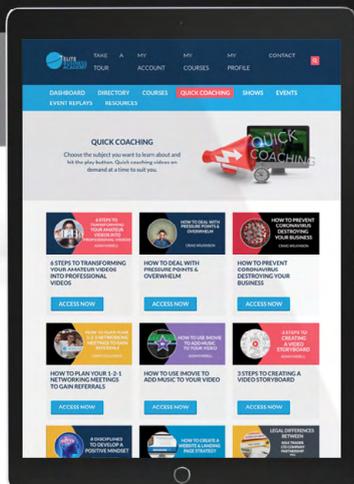
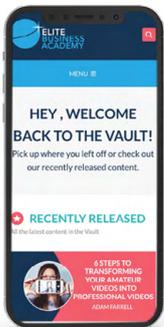
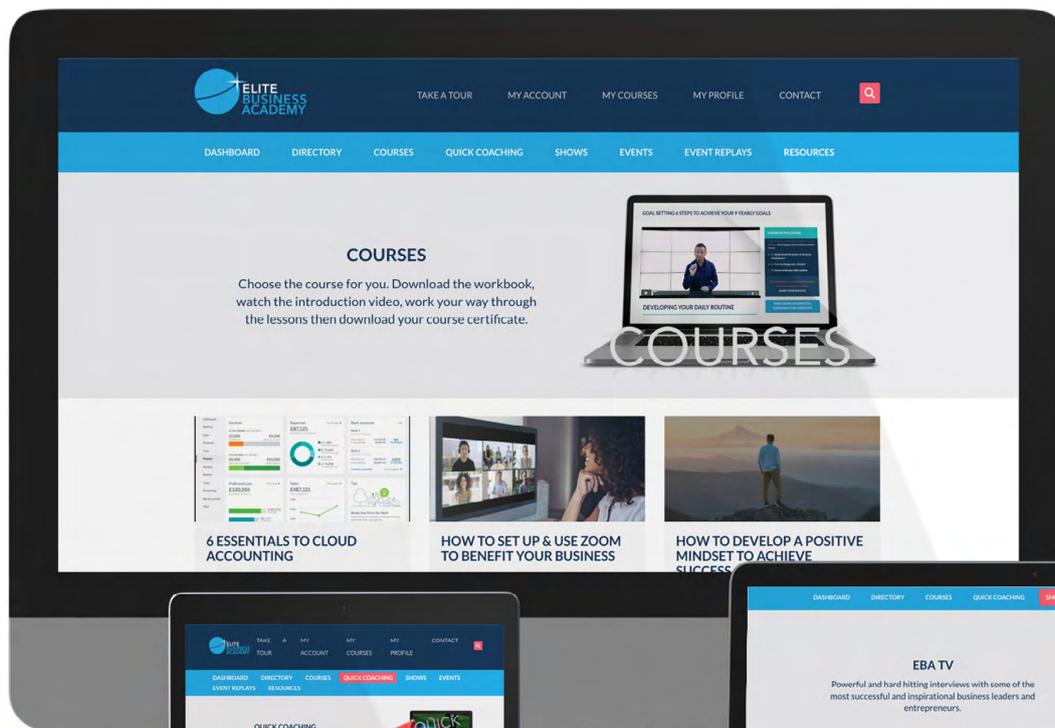


- Network and meet new contacts
- Opportunity to get your brand seen
- Share your success stories to help others
- Learn new knowledge from our Facebook Live videos

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