

next tuesday afternoon

october 23, 2007

How is your elevator pitch these days? Generally, you should be able to identify who you are, who your market is, what your product/service does, why you made it, what it does for the buyer and where you're going with your business model; all in thirty seconds or less. It sounds easy until you have to do it.

It's difficult in an elevator and difficult in one-on-one meetings with prospective clients. So what's the alternative? How about a little mini-movie that could introduce you, lay out your most compelling benefits and ask for the order without any of the usual difficulties?

You can do it. As the web is more and more taking on the qualities of television (and YouTube is YouTube), it's more than compelling to think about a mini-movie application in your marketing efforts. To keep it interesting, the length should be three to four minutes max and it should follow your best value proposition.

It can be used in numerous ways - tag along with every email, go with you to trade shows, be on the face of your web site, and literally adapt itself to countless more uses outside the scope of the web, not the least of which would be PR and HR. Small businesses can use this as a solution to the front end of prospecting, certainly the most tedious and in many ways, most expensive process of the sales cycle. If a prospect has an actual need for your product/service, it's easy for them to contact you. It's just as easy for them to forward your mini-movie to other associates.

The numbers show that 87% of people research products online before purchasing. The office computer has become, in essence, prime time media. Use it for all it's worth.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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