

Ditch the



Go Beyond the Elevator



to Create an Elevated Exchange

By Cristina Smith

Eventually every person in business is told they need to have an elevator pitch.

You know what I mean. The *elevator pitch* is a brief, persuasive speech that you use to spark interest in what your business does. It can also be used to create interest in a project, idea, or product– or in yourself.

Basically, it's designed to tell a total stranger everything they need to know about you in a nutshell.

A good elevator pitch lasts no longer than a short elevator ride of 20 to 30 seconds, hence the name.

This pitch is designed to be your ready-made answer to the often-asked question, “So, what do you do?”

You probably have one that you've spent hours perfecting, practicing and performing. Maybe you've even used one of the online resources like pitch generators to put yours together. The great thing about investing time in crafting an awesome elevator pitch is that it helps you get really focused on your core message.

What if I told you there is a way to apply all of the work you've done on your elevator pitch to help you go to the next magical step of business success? Would you be willing to step into the unknown beyond the elevator?



What if we're moving beyond the old-school sales model and into an era of mutual support and co-creativity? What if competition is no longer the primary force, but instead mutual benefit and service? What if we all come from love and acceptance rather than fear and lack? Mutual benefit where we all win and there's more than enough for everyone is a new, fun and exciting emerging business model. It's an upleveling to a higher vibration.

Would you be willing to offer a total stranger the gift of your unique work through an *elevated exchange*?



The key to creating an elevated exchange is to come up with a pitch that doesn't explain everything. It leaves the listener needing to ask a question to find out more.

Here are some example elevator pitches from <https://www.thebalancecareers.com/elevator-speech-examples-and-writing-tips-2061976> with samples that demonstrate an alternative elevated exchange.

I recently graduated from college with a degree in communications. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work.

I am a newly-minted journalist and enemy of fake news, ready to write on.

I have a decade's worth of experience in accounting, working primarily with small and midsize firms. If your company is ever in need of an extra set of hands, I'd be thrilled to consult.

I'm an expert pencil pushing, bean counting, number crunching accountant who won't cook your books.

My name is Bob, and after years of working at other dentists' offices, I'm taking the plunge and opening my own office. If you know anyone who's looking for a new dentist, I hope you'll send them my way!

To support my ongoing battle against tooth and gum decay, I've opened my own smile sanctuary.

I create illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that people share on social media.

I help people get the picture.

I'm a lawyer with the government, based out of D.C. I grew up in Ohio, though, and I'm looking to relocate closer to my roots, and join a family-friendly firm. I specialize in labor law and worked for ABC firm before joining the government.

I'm taking the law into my own hands and heading back home to join a family-friendly legal practice.

My name is Sarah, and I run a trucking company. It's a family-owned business, and we think the personal touch makes a big difference to our customers. Not only do we guarantee on-time delivery, but my father and I personally answer the phones, not an automated system.

I help people keep on trucking on time with a personal touch.

Notice that each of the sample pitches are detailed and don't require further explanation.

The elevated exchanges are a bit sassy and provocative. They don't tell all. They lead the listener to engage, rather than say, "Oh that's nice."

They lead the listener to ask a question about what you just said.

That's when the exchange begins. Once the person asks you a follow up question, then you are able to converse and connect with them.

Even if they don't need what you are offering, these kinds of connections can lead in many directions to places we may not have envisioned, sometimes years later.

Investing in elevated exchanges builds your network of allies one serendipitous moment at a time. Whether you meet on an elevator, at a networking event, a party or a waiting room, the opportunity to connect with another unique, amazing, fascinating being may be the start of something lovely. Resonance is something we all feel and respond to.

Elevate your exchanges and watch the magic happen!



Get help with your Elevated Exchange opening line.

Since you attended the Define, Claim and Share Your Expertise Masterclass on the Wellness Universe, you are entitled to attend a group call hosted by Cristina. She will help transform your elevator pitch on the call.

If you are able to, send your pitch in advance to CSmith@CristinaSmith.com

Look for the invitation to the call in your email box soon.

Your elevated exchange opening line could just well be part of your path to ever evolving success and connection!



Here's to your success!



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