



# 3 secret ingredients of a successful **ELEVATOR PITCH**©

BY

**MELLISSA TONG**

TV Newscaster turned Award-Winning Storyteller, Speaker,  
Fractional CMO, 3-times Amazon Best Selling Author,  
TV Commercial & Film Producer/Director



## Key Ingredient #1

# Memorable Opening



Don't start by saying "hi, my name is abc, and we do xyz." That is the opposite of being memorable.

What do you think is the purpose and function of an elevator pitch? The sole purpose of an elevator pitch is to generate and pique your audience's interest about your offer to continue the conversation which may eventually lead to a sale. If there is no conversation, there is no sale.

Think of an elevator pitch as a movie trailer. The trailer is there for you to decide if you want to come back and watch the movie. The same goes for your elevator pitch. It is meant for your audience to decide if they want to come talk to you afterwards. But you can't create a trailer without a movie, can you?



Your movie is the equivalent of your brand story. Your brand story is a cohesive narrative of your why, aspiration, identity, mission, offering, differentiator, and vision. Until you have successfully crafted your brand story, you can't create a compelling pitch. That's why most elevator pitches fail, because people are doing it backwards. They created the trailer before the movie.

## Key Ingredient #2

# The Outcome

Don't focus on the how. I can't tell you how many pitches I've heard over the years at conferences and networking events. Way too many people put their focus on the how. But the reality is the "how" will not get you anywhere. There is only ONE thing your customers will care about, and that is will their lives be different or better after using your product or service? Can what you have help them get to where they want to go?



To figure out the outcome your customers get, you must put yourself in their shoes. What are the values, benefits, and solutions your product or service bring to the table? What do they really get from buying from you? It can be as simple as toothpaste. Why do you

buy a particular brand instead of all the other ones sitting on the shelf?

If your business is B2C, is it about losing weight, getting organized, having better skin? If your business is B2B, is it about adding to their bottom line, increasing sales, improving operational efficiency? Whatever you're selling, there must be a solution that's tied to a problem your customers are looking to solve or improve.

What problem are you solving for your customers? Go straight to identifying that in your pitch, you don't need the how.

## Key Ingredient #3

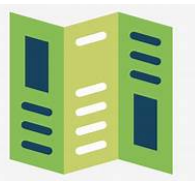
# Call To Action



Think about the action you want your customers to take after hearing your pitch. So many times, people pitch about their company, what they do, the problem they solve, and they leave without asking their audience to do anything.



A call to action can be to call you, email you, visit your website, or simply talk to you if they're interested. Always have a business card, brochure, postcard or a QR code to give to people to share your contact info. If you want a referral, ask for it. If you don't ask, you don't get.



## “BONUS” TIP

# Why People Buy

This is a fundamental concept I want all of you to understand. Once you do, it will change the way you talk about your business. I guarantee that.

Every time I speak at a conference or deliver a seminar or webinar, I always ask this question, “why do people buy?” My audience’s answers are “people buy because they have a want, they have a need, they trust you, they like you, etc.” All those answers are correct. But if you dig deeper, you will realize that people buy because they **BELIEVE** their lives will be different or better after using your products or services.

Pay attention to this. A belief is a feeling and state of mind that we consider true before we’re able to prove it. Think back to the moment when you got your last sale. Didn’t someone believe you could perform before you had a chance to prove it? Didn’t your customers believe your product could deliver before they had a chance to use it?



That’s why a buying decision is never made just based on facts. A buying decision is always made based on emotions. But we do need the facts to justify why we buy so we can feel good about our decisions.

I hope you’ve found value in this e-book and my tips can help you deliver a powerful pitch to close more sales. Connect with me on [LinkedIn](#) and subscribe to our [YouTube](#) channel.

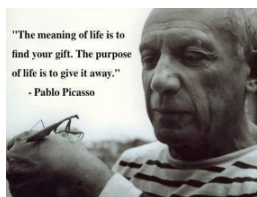
## MELLISSA TONG BIO

Melissa is an ex-TV newscaster, three-time #1 Best Selling Author on Amazon and Founder/Chief Storyteller of an award-winning branding agency and content production company, [DuckPunk.net](http://DuckPunk.net).

Melissa works with small, mid-sized, as well as large corporations to apply storytelling in their business to build their brand, drive sales, and win more customers.

DuckPunk's services include Fractional CMO, branding, marketing, content and video production, as well as media and communication trainings. They've worked with Westin LAX, Nissan, Verizon, Wells Fargo, CBS, California Department of Health, Old Navy, SoCalGas, just to name a few. Awards they won are Clio, Addy, Telly, and Best of Business in Video Production for ten consecutive years. They have helped their clients increase sales up to 400% and engagement up to 70%.

Melissa has thirty years of both in-front-of and behind-the-camera experience on storytelling. Aside from running DuckPunk, she is also an international speaker and trainer.



A MFA (Master of Fine Arts) graduate from the California Institute of the Arts, Melissa was born in Hong Kong and moved to the U.S. in 1991. She firmly believes in this mantra, a quote by Pablo Picasso, "The meaning of life is to find your gift. The purpose of life is to give it away."