

MAGGY STERNER



BRAND & BUSINESS COACH

# PITCH POWER®

*Refresh Your Elevator Pitch,  
Attract the Right Clients*

*DC Bar - July 11, 2019*

**“When you can describe what you do  
your ideal clients can find you.”**

**The Sayings of Chairman Maggy**



- ⚡ TV & radio reporter CBS News
- ⚡ Project manager/User experience analyst @ NPR
- ⚡ Managing editor multilingual websites
- ⚡ DJ @ WMMR FM Philadelphia
- ⚡ Photojournalist

# ONE Thing



I help people see the essence of what they really do and find the words to describe it in plain English . . .



**So  
that . . .**

# ONE Thing



... they can connect with people when they say what they do

# Because . . .

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MAGGY STERNER / BRAND & BUSINESS COACH / Know your brand. Live your superpower ®

# ONE Thing

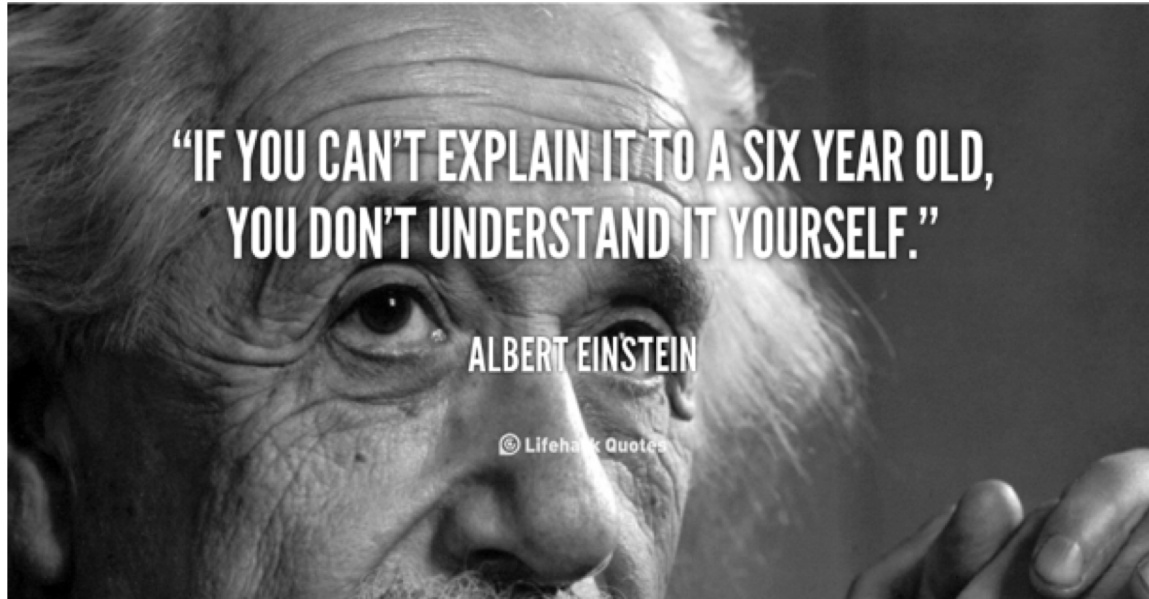


... when you know what you do in your DNA you'll have the confidence to get out there and talk about it.

And people will want to hire you.

**Ta  
daaaaahhh**

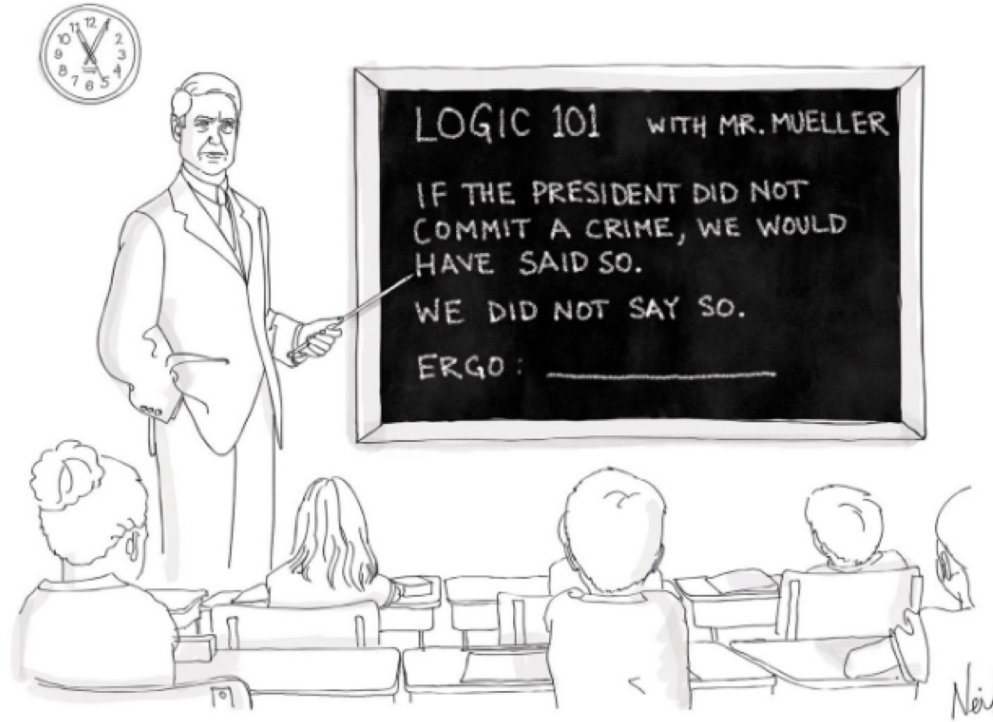
# BOTTOM Line



**“IF YOU CAN’T EXPLAIN IT TO A SIX YEAR OLD,  
YOU DON’T UNDERSTAND IT YOURSELF.”**

**ALBERT EINSTEIN**

© Lifehack Quotes



"Please, God, anybody . . ."

# THREE true facts

**#1.** You already have a brand whether you know it or not.

**#2.** Everybody already knows what it is.

**#3.** Your brand is what you stand for. What you stand for is your brand.



# ~~THREE~~ **FOUR** true facts

**#4. You're always being your brand.**

# What a brand **isn't**

- ⚡ Your firm's biggest clients
- ⚡ A recitation of your resume
- ⚡ Your title
- ⚡ A list of your degrees and awards

# What a brand **is**

- ⚡ What you're the go-to person for
- ⚡ The feeling people have about you
- ⚡ The thing that makes you unique
- ⚡ Your superpower

# What a brand *\*really\** is



Always just  
the truth.

**Elevator Pitch**



**Deconstructed**

# What a pitch **isn't**

- ⚡ A sales pitch
- ⚡ A fire hose of information
- ⚡ Again: Your resume
- ⚡ All about you

# For example

## XX LAWYER (from LinkedIn)

... with 25 years of media-entertainment industry experience in DC and Los Angeles: ten in movie and television development and production; fifteen as a lawyer, representing and advising producers, writers and independent media companies.

Five years as Washington, D.C. government relations-public affairs account executive

# What a pitch is

- ⚡ Intriguing
- ⚡ Short
- ⚡ A way to let people know you get them
- ⚡ Sincere not market-y



# A pitch has **all the elements** of a brand

- ⚡ Your target audience
- ⚡ The thing you do
- ⚡ How people benefit
- ⚡ What makes you unique

# Elevator pitch example

**You know how** you wish you could feel good about telling people what you do? **I'm** Maggy Sterner and I'm a Brand & Business Coach. **I help** job seekers get clarity about what they really do and articulate it clearly **so that** they can attract their ideal clients or employer.

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# “Get out of the gate” question



**You know how** you wish you could feel confident when you tell people what you do?



**You know how** hard it can be to walk into a roomful of strangers and just say what you do in simple way?



**Ever wish** when you told your target audience what you do, they'd say, “OMG I totally need you!”

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# Simple schmimple




**I'm** Maggy Sterner and I'm a Brand &  
Business Coach.

# The truth



**I help** lawyers/law firms get clarity about what they really do and learn how to articulate it clearly ...

# They get a benefit

 ... **so that** they can attract their ideal clients, referrals, and talent.

# What I **REALLY** do (the “kicker”)



**My real job is** to help them stop using jargon and talk like a person talking to another person.



# Craft your elevator pitch

- 1. You know ...** (problem they have or solution they want)
- 2. your name/company name and what you do**
- 3. I help** (who?)
- 4. do/have/be what?**
- 5. so that ...** (they end up with what benefit/solution?)

Your ideal client isn't a **prospect**.



It's a **person**.

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Live your superpower.®



Get the Pitch Power®  
worksheet



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