

# **One Minute Elevator Pitch**

1. What do you want me to do?
2. Why should I listen to you?
3. What is the true dilemma?
4. What is your theme?
5. Prove it with one comparison
6. What you may be wondering is....
7. Close with a verbal picture



# Developing Effective Proposals



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# Goudie Media Services

## Teri Goudie



# Goudie Five Step Method

## How to prepare in two minutes or less



# Focus on the audience need

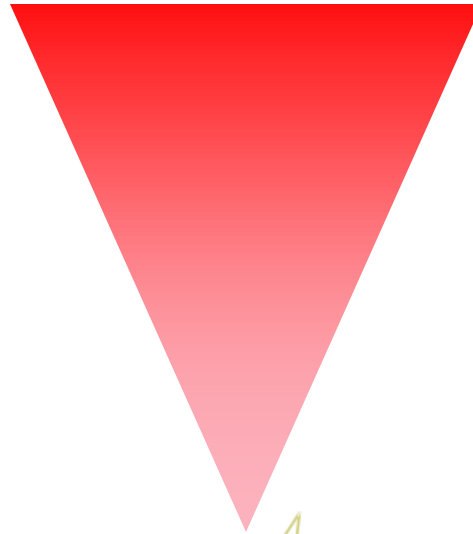
Redefine the reality

Me...We...You



# Speak top down

## Headline



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# Prepare to compare

- Numeric
- Visual
- Historic



# One core theme

The strength of simplicity



# Vivid support

- Example
- Story
- Analogy
- Numbers
- Third party



# DiME Planning Model

Authority: Why listen to you?

Dilemma: What is the real problem?

Message: What is your solution?

Example: Prove it with one comparison



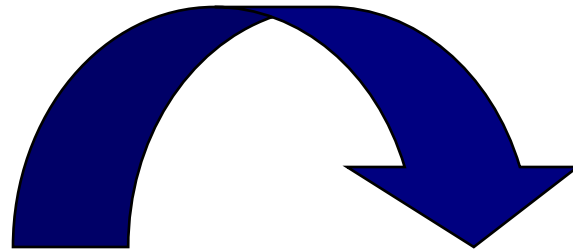
# Choice of words

- **Avoid the jargon**
- **Use nouns not pronouns**
- **Avoid negative repeat**
- **Avoid using word filler**



# Handling tough questions

Bridging: create teachable moments



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# Appearance

- Smile
- Natural gestures
- Look at people



# Communication as a tool

Personal

Practical

Relevant



# Slide design

- Visuals with a purpose
- Headline first
- Big picture perspective
- Transitions
- Life beyond PowerPoint



# The one minute elevator pitch

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