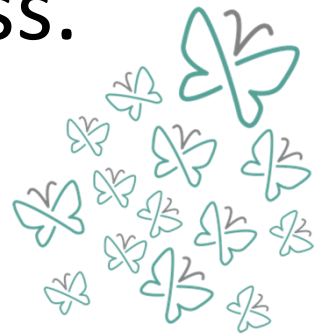




Learn To Talk About
Your Business.



Business Overview & Services

The Importance of Business Communication

Here's the hard truth:

Talking about your own business is always going to be a challenge. And here's why:

100% of what you do is important to you. But only **5%** of it is important to **your audience**. Trying to find the right 5%? You may as well go looking for the right needle in a stack of needles.

If they don't connect to your message, or if they can't immediately see what is different about you, you become the worst thing you can be in business.

You become just like everyone else.

That's not memorable, and it won't work.

What I provide is perspective. More specifically, I provide your audience's perspective of your message and expose what is really appearing to them. Then we work together to clarify and build that message the right way.

To stand out, you need to be one of three things:

First, Best, or Different.

First and best are hard to come by.

But **Different** is how you make yourself memorable.

And that is what matters most when it comes to talking about business.. **Will your audience remember YOU?**



The Elevator Conversation: How it Works

"Elevator" Approach To Business Message Development

Build your Message to ensure it brings your Audience along **from Connection to Conversion**. Your message is not about your business. It is about how your Audience perceives what you do. As humans, they react and connect if you stand out as being one of three things in their eyes: **First. Best. or Different.** First and best are hard to come by, but we can all be different.

If your message does not connect with them as "different" they never see what your business can do for them. And that is a wasted opportunity.

Think of your Message as a **Conversation** with someone **on an Elevator**.

1st Floor: Connection. *"What do you do?"*

- Intent is to get your audience to say **"Tell Me More"** in no more than 10 words
- Connects with them on their terms based on their MOTIVATION to needing your help.
- **Without** saying exactly what you do! Get them intrigued.

2nd Floor: Relate to the Challenge. *"Tell me more."*

- **Who** do you help?
- **What** are they going through?
- **How** do you relate to your Audience in a "human-friendly" way?

3rd Floor: Your Solution in a Sentence. *"So, what do you do for them?"*

- This is a **simple way to say what you do**, before getting into your products and services.
- Ties into the Connection point. You need your Message to relate from floor to floor
- This is meant to set up getting into the details of what you do.

4th Floor: Your Process. *"How do you accomplish that?"*

- A simple, **3-step overview of HOW** you do what you do
- Leads the audience through their experience from start to finish
- This should support how your product or service is experienced

5th Floor: Your Services. *"What are the services you offer?"*

- Take them through **what they get**, and how it relates to the process you laid out

6th Floor: The Benefits. *"How does it help me?"*

- Coming out of the process, **what is better for them?**
- Relates to the Challenge you established for the audience on Floor 2

7th Floor: Your Validation. *"What are some examples that prove it?"*

- Testimonials, Case Studies, Proof Points
- Your story, qualifications and why you believe in what you do

8th Floor: Call To Action. *"How do I work with you?"*

- What do you want them to do next?



Small Business Communication. That Drives **Big** Results.

Whether you need a quick polish or a full overhaul, you need a pitch or presentation that makes people **REMEMBER YOU**. My "Elevator Method" of building pitches and presentations will make you stand out as **DIFFERENT**.

And "different" is what people remember.

These services turn your ideas into pitches and presentations that **stick, impress, and get results**—Most importantly it builds your **confidence** in communicating to your audience.

Here's how we build **impact** into your pitch or presentation:

"Build Your Pitch" Power Hour – \$500

In just **one hour**, we craft your pitch and positioning for your business. After we meet, send me your pitch. I will recommend adjustments. NOW you are ready to **PITCH** like a **PRO**! Best for networking to sell your services.

"Perfect Your Presentation" Program – \$800

This 2-hour program is ideal for presentations and pitches that need to land big and leave an impression. In the first hour we do a full audit, storytelling tune-up, and slide outline. In the second hour we review, revise and rehearse what you have created. Your audience will appreciate the results.

"Elevator Pitch" Communication Construction – Custom Pricing

Talk about your business and get people say, **"TELL ME MORE!"**

This is for the business that needs Messaging, Positioning and Marketing Strategy. Over two weeks, we uncover your unique angle, draft your Business Pitch, and prepare it for LinkedIn, investor decks, websites—everywhere. **Rate dependent on scale of business.**

Stand out. Be memorable.
And make your audience **care**.

Schedule A **FREE** Pitch Review below!
calendly.com/pitch-perfect-presentations/pitch-me



The Pitch Perspective Workshop

Get the **Right Perspective** on Your Next Presentation

In your line of work, you are constantly presenting your thoughts, creativity and execution to your organization. Every interaction is an opportunity to convey your vision and work in a positive light. However, the audience needs to hear it a certain way. And quite often that way is NOT the way you are thinking about it.

You know every detail. They know very little. So how do you frame your presentation to ensure it will **connect, direct and project** the message for your audience?

This session will show you how to deliver your message **the right way for YOU**.

Here's How it works.

We will conduct a group workshop to enhance **WHAT** you say and **HOW** you say it when the time comes to present. Each member of the team will:

- **Present** work relative to their role within the creative department
- **Refine** the presentation with the group and discuss areas of opportunity in presentation structure and delivery.
- **Deliver** the revised presentation a second time, with the adjustments in place, to ensure effectiveness for each person on the team.

Direction provided is based on **Your Personality** to ensure highest level of comfort as YOU!

Here's what to bring.

The session will last about 3 hours. All you need to have with you is :

1. Your Presentation

Bring something you would normally present to your "audience." If it is a current project you are working on, that's even better.

2. Be prepared to present, twice.

You will only have to present for about 3 minutes but expect that you **WILL** have to present to the audience.

3. Keep it casual.

This is a workshop. You do not need to worry about formality. Just have an open mind and be prepared to be involved.

I promise, it will not be boring.

Workshop Fee: \$6,000

The Pitch Lab

A live communication training platform for people who are great at what they do — but are always struggling to explain it.

You're already good at what you do.
You just can't make people understand it **fast enough**.

Most people are fantastic at their work, but bad at explaining it. They are forgotten at networking events, on podcasts, in sales conversations, on LinkedIn, and anywhere they need people to *connect with their message*.

Who This Is For

- Entrepreneurs | Coaches | Consultants,
- Speakers | Creatives | Service providers
- Professionals building visibility

If people respond to your intro with "*Oh, how nice.*" — **you need this.**

What this is NOT

This is **not** public speaking training.
This is **communication positioning**.

Making people understand, remember, and talk to others what you do.

"Lab Results"

- "Boring" → **Memorable**
- "Overexplaining" → **Creating Curiosity**
- "Blending in" → **Standing Out**

What's Included

- **2 Live Pitch Lab Sessions/Month.** Active group training — present live, get real-time feedback, refine and rehearse..
- **Workbook + Video Training.** A practical framework for stronger introductions with guided walkthroughs.
- **"The Lab Report."** Monthly Email What's working, what's not, and how to stay ahead of communication trends.
- **Monthly Office Hours.** Get direct answers on positioning and messaging.
- **Open Pitch Events.** Watch live pitch sessions to see and learn the process.

Membership

Founder's Rate: \$99
(First 30 seats)

Standard Rate: \$199

Cancel Anytime

Welcome To The Lab
www.ThePitchLab.carrrd.co



See What Others Have To Say



Pitch Perfect
Presentations

"Mike's the good kind of crazy. You sit down, chat for 30 minutes and by the end, you know more about your audience and your business than when you go on a course. He shows you the problem you need to address, then tells you how to fix your message. It's triage. Mike's the top surgeon, the one you go to when you realize that you can't operate on yourself. Every penny is well spent, and you walk away with a strong message and everything you need to spread it."

- Simon

"Mike V had the most impact on my business life anybody has ever had in my life, in less than an hour. He is absolutely brilliant."

- Tom

"What Mike did for me was encapsulate my essence into a 45-second sequence of words... He did for me in 30 minutes what Dan Kennedy did for me in a decade. He understands brand communication better than anyone I have ever met."

- Lourens

The beauty of working with Mike is he cares more about our results than his. His energy and positivity only add to his good ideas. And Mike is so generous when it comes to networking and connecting others. He takes a different approach than any others I've encountered with the elevator pitch and makes it interesting and a conversation starter rather than something we recite. If you are looking for a fresh and unique perspective, I highly recommend Mike!

- Lisa

"When I first met Mike, I was not only struck by his professionalism and sharp mind, but also by his humanity, humor and generosity. Mike helped me to get my brand strategy straight and to develop a core message that is easy for my clients to understand. I cannot recommend him highly enough. It is fun, inspirational and you will be amazed by the outcome."

- Michael

"Mike is a breath of fresh air! He is the perfect mix of getting stuff done whilst paying attention to verbal and non-verbal cues to help you accomplish your goals! If you are a high achiever looking for a top-level strategy to implement, Mike is your guy. If you are entering a new market, Mike is your guy. If you have a short attention span and a long list of interests, Mike is your guy. He has a real talent of balancing what is good for your business and what you are capable of handling. Results with a burst of energy. When you know, you know. Mike can see things to help take your business to the next level! Get into his diary ASAP!"

- Jessica

Bio: The Quick Version

Mike has spent over 25 years in the brand marketing business, and the hallmark of his career is his ability to understand an audience.

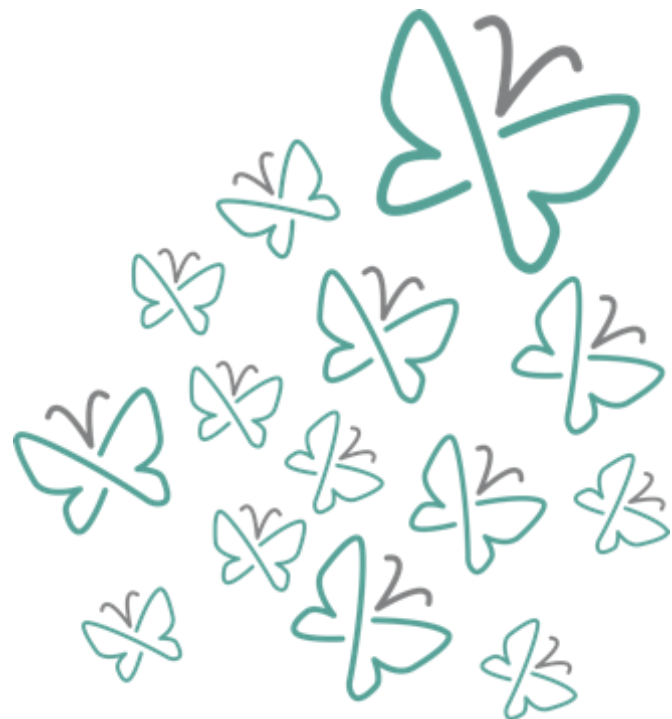
Now he shows businesses how to talk about themselves to THEIR audience.

His guiding philosophy, honed with time and experience, is simple:

To be memorable, you need to be

- First,
- Best,
- or Different.

Mike shows you how to appear DIFFERENT in the eyes of your audience. Because if your message isn't clear, you are leaving opportunity on the table.



Here's how to find me

Let's Talk!

- Email: VApresentations@gmail.com
- Phone: 617.817.7611
- LinkedIn: www.linkedin.com/in/mike-verret/
- Calendar: Calendly.com/pitch-perfect-presentations/meet-mike





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