# Welcome to the Profit Catapult Business School



Hi! My name is Becky Auer and I have created a series of 10 powerful lead generation marketing videos specifically designed to help you generate all the leads your business can handle... and do so within 10 days of receiving them.

The videos are simple to understand, easy-to-apply, step-by-step, paint-by-numbers online and offline tactics that when implemented, have the ability to produce instant and dramatic revenue growth for any small business.

But the end result is this.  When you apply this information will see an immediate increase in your cash flow in just days. Once you see these results for yourself, I want to invite you to become a member of the Profit Catapult Business School.

Once a member, you’ll be able to create and implement a world-class marketing program of your own using the revolutionary Profit Catapult Business School... an online business school designed specifically to provide you with the tools, done-for-you resources and support you need to build a successful business.

I want to prove it to you -- right up front. Through these 10 videos, I’m going to teach you proven and tested lead generation techniques that actually work!

If you will simply take the information in these videos and apply it to your business, the revenue you will generate will more than pay for the investment in this program by a factor of ten. In short, you will see a huge increase in your revenue BEFORE I ask you to invest in this program.

That’s why I wanted to create these 10 videos for you: to give you a look inside the program! I want you to experience first-hand the cutting edge information that will enable you to out-market and out-sell your competition.

So, as you get started, I wanted to include all the tempates that I mentioned throughout this FREE training!

On the following pages you will find the templates and examples that I refer to inside the 10 video series.

I hope you enjoy this video series! I know I had a great time making it just for YOU!

Here’s To Your Success,

Becky Auer

**Who Is Becky Auer?**

Becky Auer is a leading expert and authority in building multi-million dollar successful, profitable businesses. Becky has over 24 years of ‘eat-what-she-kills’ experience. She loves teaching business owners, professionals and other entrepreneurs the time-tested, profit-certain strategies and techniques of emotional direct response marketing and business building tactics and strategies. She has worked one on one with some of the top marketing and small business experts in the world. Becky is also an accomplished speaker, mentor, business coach and author.

# Video 1 & 2 Elevator Pitch Template and Samples

## Do-It-Yourself Template

## 10 Second Elevator Pitch Template…

**(I / We) (action verb** - help, guide, teach, review, provide, consult with, present, aid, assist, support, grant, give, award, evaluate, assess)

**(negative emotions being experienced** - frustrated, furious, overwhelmed, clueless, demanding, frightened, desperate, struggling, angry, concerned, worried)

**(ideal client description** - dog lovers, young adults, chronic pain sufferers, overweight men, homeowners, business owners, brides-to-be, new mothers)

**who want to (what they want** - increase their profits, find an honest plumber, purchase that perfect diamond, find the relief they need, find the best deal)

**(solution** - discover a process, learn a fast and easy way, create the perfect solution, uncover the best method, determine the number one reason, realize the best course of action, find the dramatic solution, locate the best deal, position themselves, place themselves first, find out everything they need to know)

**to / so that they can (list 3 benefits** - live a pain free life, build the business of their dreams, finally give the perfect gift, feel they're getting the most value for the money they pay, pay the lowest price, receive the highest value, obtain the best guarantee, receive award-winning service, receive the highest level of expertise at the lowest possible price).

## 30 Second Elevator Pitch Template…

**Do you know how… (list 2 to 3 negative emotions** - frustrated, furious, overwhelmed, clueless, demanding, frightened, desperate, struggling, angry, concerned, worried)

**(ideal client description** - dog lovers, young adults, chronic pain sufferers, overweight men, homeowners, business owners, brides-to-be, new mothers) are

**(what their hot button is** - looking for a repair shop that is honest and fair, searching for a doctor who will spend more than 2 minutes with them, looking for long-lasting and possibly permanent pain relief, looking to buy that perfect "X")

**but they** (list 2 - 3 major frustrations - have no clue if the price is fair, have no idea what they need, don't know who to trust, have no way to know if their being lied to or possibly ripped off).

**What I do is… (action verb** - help, guide, teach, review, provide, consult with, present) them with a

**(overview of solution** - tested and proven method, quick and pain-free solution, revolutionary new procedure) that

**(solution to hot button** - immediately attracts more client, instantly relieves their pain, puts them in touch with the help they need) so they can

**(list 3 benefits to them** - live a pain free life, build the business of their dreams, finally give the perfect gift, find a contractor that won't rip them off).

## Examples…

### Jeweler

**What do you do?**

*10 Second Elevator Pitch:*

"I provide clueless guys who want to purchase that perfect diamond learn a fast and easy way to instantly assess any diamond so that they can determine the ones with the highest quality, the lowest price and the boldest customer protection guarantee in the industry."

*30 Second Version:*

**"Do you know how** frustrated and clueless guys are looking to buy their loved one that perfect diamond but they have no clue if the price is fair or if the quality is high?

**What we do is** teach them an instant assessment method that helps them buy the perfect diamond so they can get the highest quality, pay less than half the retail price, and receive the boldest guarantee in the industry."

### DUI Attorney

**What do you do?**

*10 Second Elevator Pitch:*

"I provide frightened and concerned first time DUI offenders who want to avoid a felony conviction and mandatory jail time with the means to receive probation instead of a criminal felony charge, only pay half the normal fine, and obtain the help they need so that they can rest assured this unfortunate event doesn't haunt them for the rest of their life."

*30 Second Version:*

**"Do you know how** the law punishes young adults who receive a DUI by threatening them with a felony conviction that stays on their record forever, as well as mandatory jail time combined with an outrageous fine that can run into the thousands of dollars?

**What I do is** represent first time offenders as a former prosecuting attorney who has excellent rapport with the current prosecutor and judge, and since it is mandatory that all of my clients undergo mandatory drug rehab therapy, I can guarantee that I can secure a plea agreement with no jail time, a maximum $1500 fine and 1 year of probation… at which time all charges will be dropped from the offenders record."

### Consultant

**What do you do?**

*10 Second Elevator Pitch:*

I consult with frustrated and struggling small business owners who want a marketing program that is affordable and easy to execute and help them implement the exact strategies and tactics they need so that they can instantly generate more leads, attract more clients and make more money than they have ever made before.

*30 Second Version:*

**Do you know how** frustrated and struggling business owners are desperately searching for a proven and tested method that will increase their profits in the shortest amount of time, with the least amount of effort, and with the lowest amount of capital and risk?

**What (I/we) do is** provide them with a step-by-step marketing program that instantly generates more leads, attracts more clients and increases their revenue so they can make more money than they have ever made before.

### Consultant

**What do you do?**

*10 Second Elevator Pitch:*

"We help struggling small business owners who want to dramatically increase their cash flow find the proven and tested strategies and tactics they need so that they can immediately generate more leads, attract more clients and make more money than they have ever made before… even in this horrible economy."

*30 Second Version:*

**"Do you know how** business owners today are desperately looking for fast access to the answers they need to grow the business they want?

**My company** has created the world's first business growth network that gives small business owners and entrepreneurs access to all the tools, resources and support they need to grow their revenues faster and… with greater confidence and certainty."

### Dog Trainer

**What do you do?**

*10 Second Elevator Pitch:*

"I provide frustrated pet owners who want their pet to stop their embarrassing public behavior such as jumping on strangers and never getting down when asked with the superior obedience training their pet needs so they can relax when they take their pet out in public, have them follow their commands to the letter and take tremendous pride in their pet."

*30 Second Version:*

**"Do you know how** dog owners get frustrated and angry when their dog refuses to obey commands and frequently embarrasses the owner?

**What I do** is provide fast, expert training for your pet so they follow your commands to the letter, and I do it with love, care and respect that dog owners truly appreciate and want for their beloved pets."

### Business Attorney

**What do you do?**

*10 Second Elevator Pitch:*

"I help clueless business start-ups who want to set up the proper legal structure that maximizes their tax advantages so that they can increase their potential earning power, secure the financial assistance they need and instantly grow and develop a market dominating business."

*30 Second Version:*

**"Do you know how** most startup businesses want legal guidance in structuring their business to maximize profits and obtain the financing they need to grow the business they want?

**What we do** is specialize in helping start-up businesses incorporate properly from the beginning by assessing their current and future growth plans… ensuring they set up the right long term structure and creating a business plan that guarantees they will secure the funding they need within 90 days to secure the long term success for their business or we don't charge them for this service."

When you become a member of The Profit Catapult Business School, here is what you will have access to:

This program is the perfect combination of done-for-you marketing resources, tools and live support to help you…

* Overcome any financial distress you're presently experiencing
* Learn the strategies you need to immediately generate more leads and attract more clients
* Get laser-focused on your highest income-producing activities
* Develop & then apply the proven marketing fundamentals that build multimillion-dollar businesses
* Gain direct access to top marketing experts through the weekly Group Coaching sessions

This online system and the done-for-you resources and tools are a total game changer for you.

The only thing left to do was to price it so all small business owners could easily afford it…even financially distressed business owners. So, I did exactly that:

No Annual Fee

No Set Up Fee

No Registration Fee

No Access Fee

No Contracts to Sign

No Long Term Commitment

No Hassles

That’s right. You get it ALL , risk-free, for only $97 a month!

**Click here to Become a Member of the Profit Catapult Business School:**

[www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php](http://www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php)

# Contact Info:

For all my best tips, tricks and marketing resources, visit

[www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php](http://www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php)

BONUS: Do you live in the Pittsburgh area and want to learn these strategies, tool and tactics in person? Then check out my No BS Marketing Meeting! This monthly event is 100% focused on giving you the tools, strategies, and personalized feedback so you can skyrocket your business.

Meetings include:

* Special presentations by me, Becky Auer and my Chapter Director, Weston Lyon
* Hot Seats & Member Spotlights
* Exclusive meet & greet with my team to answer your questions about marketing strategies and growing your business.

Each meeting is recorded so in case you cannot make it to the meeting, you have access to all the same strategies and great content each month, from the comfort of your own home or office!

You can get more information at [**www.NoBSMarketingMeeting.com**](http://www.NoBSMarketingMeeting.com) or [**www.BeckyAuer.com**](http://www.BeckyAuer.com).

