

PR Elevator Speech Worksheet

- **Key Takeaway:** Keep it simple
- **How to Use:** Help people survive and thrive physically, emotionally, relationally, or spiritually



Example – Susan Cross, WU Expert Leader

Step 1 - State the main problem or pain point most of your clients face.

Wellness-preneurs can avoid or overcomplicate their public relations activities due to lack of time or lack of know-how.

Step 2 - How do you solve the problem?

Hint: Connect the solution directly to the problem

I train wellness-preneurs on how to use the fundamentals of public relations to connect with their clients.

Step 3 - What will the result be?

When wellness-preneurs add even modest public relations practices to their marketing, word starts to spread and business grows.

Step 4 – Put it all together.

Wellness-preneurs can avoid or overcomplicate their public relations activities due to lack of time or lack of know-how. I train wellness-preneurs on how to use the fundamentals of PR to connect with their clients. When wellness-preneurs add even modest amounts of PR practices to their marketing, word starts to spread and business grows.

One Liner – I help wellness-preneurs discover bold public relations approaches that spread their message and grow their business.

Tagline – Bold communication that works.

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Worksheet

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One-liner

Tagline