

Your Elevator Pitch

Chapter 5: Business

To help paint a crystal-clear picture of what you do, who you serve, and the hopeful future you can provide people with, it's important to create a brief "elevator pitch" like this.

I help {kind of person}
to {action/benefit}
so that they can {brighter future/more inspiring benefit}.

Here are some examples of what you might come up with:

*I help {new moms},
to {get active and eat better},
so that they can {drop their baby weight and feel more energy}.*

*I help {busy executives},
to {find time in their schedule for healthy habits},
so they can {finally get their health under control}.*

*I help {people with back pain},
to {move freely again},
so that they can {live their lives without pain and disability}.*

*I help {young athletes},
to {improve their movement quality},
so that they can {dominate on the playing field and injury-proof themselves}.*

*I help {women with health challenges},
to {figure out what's going on with their bodies},
so that they can {manage their symptoms and feel in control of their bodies again}.*

*I help {people in their sixties and seventies},
to {begin a new movement practice},
so they can {walk, jump, run, and play with their grandkids}.*

Give it a try:

I help _____
to _____
so that they can _____

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book