

Elevator Pitch #1



Hi, My name is Drew Browne

(NAME)

I'm an Financial Advisor

(SAME)

I work in the Financial Services industry

(CLAIM TO FAME)

I run a Financial Advice company called Sapience Financial

(SAME)

I specialise in advising on Life Insurance and Disability protection insurances, for business owners and their families.

(BEGIN FOCUS ON WHAT YOU DO)

I'm great at helping helping business owners see the core risks in their business that will affect their personal financial lives too.

(BIG PICTURE SUMMARY IF THEY DON'T GET THE CONTEXT OF THE FOCUS)

Due to my/our own experience in becoming Disabled in my early life, just when I had an expensive mortgage to repay and lost my legal career.

(SO WHY YOU?)

(CHOOSE ONE OF THE BELOW)

- My Understanding of _____ (industry)
- My Experience with _____ (technology)
- My Inability to find _____ (customers frustration)
- My track record of protecting hundreds of small business owners, their families and their homes. (proof of result)

I realised there were 3 key problems the market experienced

Lack of understanding about core business risks + how they flow into your personal financial lives + and the need to protect yourself from both

(DEMONSTRATE INSIGHT)

To solve these frustrations, we offer Advice about your core business structure risks + Strategies to put a fire door between your business and home life

+ And Tailored insurance policies to help cushion the financial impact of these risks to our customers

(DEMONSTRATE RELEVANT PROBLEM SOLVING ABILITY)

(CHOOSE ONE OF THE BELOW)

- We/I do all this because we believe, "secure people live bigger lives"
- We/I have a reputation for _____
- We/I leave people feeling _____ + _____



Drew Browne
MODERN SMALL BUSINESS

Social Pitch #1

(Explain, don't sell)

(THIS ANSWERS THE SOCIAL QUESTION OF 'SO WHAT DO YOU DO?')



You know how (niche) *people today often live financially month-to-month (or ever week to week)?*

And are often (problem) *if they get sick or injured and they can't continue to work, their financial lives seem to fall down around them and go downhill fast?*

Well I run a company that (solution) *if they get sick or injured & they can't work, they have a financial insurance safety net to catch them while they recover?*

Social Pitch #1

(Explain, don't sell)

(THIS ANSWERS THE SOCIAL QUESTION OF 'SO WHAT DO YOU DO?')



You know how (niche)

And are often (problem)

Well I run a company that (solution)

Elevator Pitch #1



Hi, My name is _____

(NAME)

I'm an _____

(SAME)

I work in the _____ industry

(CLAIM TO FAME)

I run a _____ company called _____

(SAME)

I specialise in _____

(BEGIN FOCUS ON WHAT YOU DO)

I'm great at helping _____

(BIG PICTURE SUMMARY IF THEY DON'T GET THE CONTEXT OF THE FOCUS)

Due to my/our _____

(SO WHY YOU?)

(CHOOSE ONE OF THE BELOW)

☐ • My Understanding of _____ (industry)

☐ • My Experience with _____ (technology)

☐ • My Inability to find _____ (customers frustration)

☐ • My track record of _____ (proof of result)

I realised there were 3 key problems the market experienced

_____ + _____ + _____

(DEMONSTRATE INSIGHT)

To solve these frustrations, we offer _____ + _____

+ _____ to our customers

(DEMONSTRATE RELEVANT PROBLEM SOLVING ABILITY)

(CHOOSE ONE OF THE BELOW)

☐ • We/I do all this because _____

☐ • We/I have a reputation for _____

☐ • We/I leave people feeling _____ + _____

