



Verret & Associates

Learn To Talk About Your Business.

www.verretandassociates.com

Overview: My Way Of Thinking

Hello! My Name is Mike.

I show you how to talk about yourself.

Talking about your business is hard. **100%** of what you do is important to you. But only **5%** of it is important to **your audience**. And that is only thing that matters.

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 won't work.

What I provide is perspective. More specifically, I provide your audience's perspective on your message, and show you what is really coming through to them. Then we work together to clarify and build that message the right way.

First, Best, or Different.

To stand out, your audience must see you as one of those three things.: I show you how to be different in their minds.

Because different is how you become memorable, And that is what matters most when it comes to talking about yourself. **Will your audience remember?**



The Elevator Pitch: What I Talk About

“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 about what is intriguing to them
- **Without** saying exactly what you do! Get them intrigued.

2nd Floor: Audience and their 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. *“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: 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?



The Elevator Pitch Construction Guide

Talk about yourself in a way that gets your audience to say, **“TELL ME MORE!”**

Your pitch is the lifeblood of your business.

Every time someone asks you “What do you do?” Is an opportunity to connect and convert. BUT, just any pitch doesn’t work. The fact is your audience will only remember you if you are one of three things:

First, Best or DIFFERENT.

This quick engagement is designed to make your pitch stand out as DIFFERENT in your audience’s eyes. Whether in a networking group, on a sales call or casually in an elevator, the objective of your pitch is to be memorable.

The Objective: Create your Pitch based on the **“Elevator Structure”** of building a message.

- **Identify** your point of difference
- **Assemble** your message
- **Create** your “Pitch Book”

The Process: One Hour is all it takes

- **Identify** your **“Catalyst for Different”**
 - We spend an hour on Zoom and discuss your business, your audience and what you provide. We find a point of difference as our focus.
 - We brainstorm the Connection, Relation, Solution and Process.
- **Assemble** your **“Elevator Pitch Book”**
 - Using our discussion and output as our basis, I create your Elevator Pitch Book, a workbook-style layout of your message and its meaning, floor by floor. It culminates in your complete pitch. You receive this within 24 hours of the initial call.
- **Align and Finalize** **you completed pitch**
 - We meet for 30 minutes to review any adjustments you would like to make and the Powerpoint document is turned over to you in its final form.

The Output: You have **the right way** to pitch your business and get your audience engaged.

Fee for Service: \$1,000

The Audience Blueprint Initiative

Talk about yourself in a way that gets your audience to say, **“TELL ME MORE!”**

Every business suffers from the same problem. 100% of what you do is important to you. But only 5% matters to your audience. And finding that 5% can be HARD. Your audience will only remember you if you are on of three things:

First, Best or **DIFFERENT**.

This simple initiative will give you a single way to talk about what you do. Built for your audience, based on their perspective.

Our Objective: Create a single way to talk about your business.

- **Identify** your point of difference
- **Assemble** the architecture of your message.
- **Create** a pitch framework to apply across your business.

The Process: One Month to Create your Core Pitch

- **Identify** your **“Catalyst for Different”**
 - Meet with you for a dive into the business, current environment from their perspective and identify a point of origin for crafting the right narrative
- **Assemble** your **“Elevator Structure”**
 - Create the wireframe for a single sales Narrative that positions your business the right way to existing and new business relationships
 - Review outline of Narrative with team and adjust as necessary
- **Create** your **“Audience Blueprint”**
 - Deliver final narrative and approach
 - Workshop the approach with the team to ensure it fits their style and needs.
 - Adjust as necessary and deliver as final

The Output: The right way to talk about what you do that your Audience will remember.

- Your Networking pitch stands out.
- Your Website Homepage is defined.
- Your Sales Presentation is practically written.

Fee for Service: \$6,000

The Pitch Perspective Workshop

Get the **Right Perspective** of 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 rate of comfort as YOU!

Here's what to bring.

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

1. Your Presentation

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

Fee for Service: \$7,500

"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 of anybody has ever had in my life, **in less than an hour**. He is absolutely brilliant."*

- Sajad

*"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 highly enough to work with him. 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

Contact Information: Get In Touch

Let's Talk More!

Here's how to reach me.

- 👉 Website: www.verretandassociates.com
- 👉 LinkedIn: <https://www.linkedin.com/in/mike-verret-7027211>
- 👉 Calendar Link: <https://calendly.com/verretandassociates>
- 👉 Course Link: <https://verretandassociates.thinkific.com>
- 👉 Email: mike@verretandassociates.com
- 👉 Phone/Text: [617.817.7611](tel:617.817.7611)





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Host Information

Host Tip Sheet: What I am like as a guest

Mike Verret (pronounced like “Corvette”)

Some quick things to know about me

- Podcasts and Zoom conversations are my comfort zone. I have been on countless virtual engagements of this nature and will adapt quickly to whatever it is you need me to discuss.
- I have done literally EVERY facet of marketing and advertising, so no subjects are out of bounds. I don't think there is anything anyone will throw my way I haven't heard of or have experience with.
- I can think on my feet and react to anything you ask me...so don't be afraid to blindside me with examples, unexpected directions or curve ball questions.
- I do NOT use slides to present. That said, anything you need in advance, let me know and I will send to you. Otherwise, my delivery is what I rely on to engage my audience.

How I talk about my business

What I do

- I show businesses how to talk about themselves.
- Businesses do not know how to convey their message in the audience “language” because it is their business.
- An outside perspective that represents their audience provides clarity of their story and connects with their customer

My Approach

- “First, Best or Different” Philosophy
- Innovative approach to creating your “Elevator Pitch”
- The importance of connection to your audience

My 3-Point Performance Promise

1. I **WILL** talk a lot
2. I **WILL** provide feedback on any scenario you throw my way
3. I **WILL NOT** be boring

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:

When it comes to your audience, you have to be seen as one of three things:

- **First**
- **Best**
- **or Different.**

Mike shows you how to appear **DIFFERENT** in the eyes of your consumer. Because your product or service is only as good as your ability to connect it to your audience. If that message isn't clear, you are leaving opportunity on the table.”



Bio: The Unabridged Version

Get Your Audience to Say, “Tell Me More.”



“Every business owner knows 100% of what’s important to communicate about their business, but only 5% is what the audience experiences and latches onto.”

Mike Verret has more than 25 years of experience in advertising and marketing. After investing 13 years in the agency world, he joined Hasbro Toys and Games on the global marketing team. There Mike developed marketing and retail programs for well-known brands such as *Transformers, Tonka Trucks, Jurassic World, Monopoly, Battleship* and *Trivial Pursuit*. In 2015, Mike became the face of the Hasbro Gaming franchise, where he traveled the globe with the charge to establish the personality, attitude and style of the portfolio, by creating messaging the gaming audience could not forget. Mike left Hasbro in 2018 to pursue his own consulting practice to reach a wider audience. For Mike, understanding an audience is critical and the imperative of delivering a memorable customer experience. Mike insists that the business part of audience messaging remain invisible while delivering an undistracted, unforgettable customer experience. Mike’s proprietary system, the Verret Audience Blueprint (VAB), translates this business thinking to an audience connection experience. Business owners already know 100% of what is important to them. The VAB process distills the 5% of what is important to their audience to stick in one of three ways -- First. Best. Or *Different*. Different is not about the business being different. It is all about the audience and how *they see the business differently*. Based on an elevator 8-floor metaphor, the VAB yields three C’s: compelling Conversation, producing rapid Connection, with high customer Conversion. Mike has engaged his global practice, Verret & Associates, LLC for the past 4 years with audiences in the US, Hong Kong, India, Germany, Mexico, Brazil and the UK.

Visual Assets: Photos and Logos

