



Welcome to MoraSmallBiz.com. I'm Beth Mora.

Your Elevator Speech – you need one even if you aren't in an elevator.

You're starting a business. What business?

You'll be asked that question by everyone who hears you're starting a new business. How will you answer? **You will have about the time of an elevator ride.**

Think about it. This is a *free* 1 – 2 minute ad. Someone actually wants to hear your ad, no TiVo. This is not the time to look at your shoes and mumble something.

Maybe they can use your product or service. Maybe they know someone who can use you. Maybe they'll just tell someone else, who'll tell someone else.

Identify three key points about your business:

- What you do
- Why it is important *to them*
- How you are different

Your Business Plan should help you with these questions. After investing your time in visioning and planning, you'll be able to answer these questions quickly and succinctly.

Practice making your points in natural conversation, not a formal sales pitch. Be sure to have a Business Card ready at all times.

Business cards are an investment in the future of your business.

Check out how you can receive a **FREE** Business Card design!

Beth Mora