



## **The DogSmith 60 Second Commercial**

### ***(The Elevator Speech)***

The idea of a prepared “elevator” speech is so you are always prepared to succinctly answer the question “what do you do” in an effective and informative way. It is termed an “elevator” speech because urban myth has it that we have about 60 seconds to give someone information while sharing an elevator ride. Most people aren’t ready to react in situations like an elevator ride or similar informal encounters. Being prepared with a “memorized” speech keeps you from going through the “I forgot to tell them” regrets that we often do after an opportunity has passed.

The “elevator” speech is not necessarily meant to be “memorized” verbatim. Initially it is a good idea to memorize and practice it until it sounds natural, grabs the attention of the listener and says a lot in very few words. You want to summarize the DogSmith’s core message because you are marketing yourself AND your business but you don’t want to come off in a way that sounds like a “Sales Pitch.” Rather, you want to interest the listener in what you do for a living. **An elevator speech is indispensable for promoting your business.**

### **The 60 second commercial:**

***As a DogSmith professional Dog Trainer and Certified Pet Care Technician, I provide unrivaled Dog Training and Pet Care services to pet owners who want convenient, effective, real world results so they can live happily with their dog making them truly part of the family. My services include a complete array of private and group dog training programs which can be tailored to fit anyone’s goals and busy schedule. And to make sure pet ownership is never a burden or a hassle I also offer a wide variety of personalized pet care, pet sitting and dog walking services. After all, because I am a professional Dog Trainer first and foremost, who better to care for your pet than a bonded and insured professional dog trainer and certified pet care technician. We also have an online reservation system that makes it easy for my customers to control and adjust their pet care and training needs conveniently from any computer. We make it very easy to be a pet owner.***