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Subject: [Free PDF] Hit me with your best pitch
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MK

Hey [FIRST NAME GOES HERE]

Let's say you're out at lunch or dinner. Or you're just doing a little shopping when you spot an old friend. You haven't seen him or her in years.

You get talking about work, your kids, the lack of free time and the topic somehow drifts to your online adventures. She sounds terribly excited that you mention blogging.

Then she asks you something that totally kills your mojo.

'Oh, what do you blog about?'

Ohh. Erm. Umm.

You mumble. You fumble. You say a bunch of random disconnected words.

She then says, *"Oh, it's so nice to blog as a hobby."*

Hobby? Here you are putting in your everything to make this work...to turn your side-hustle into a full time gig and it just got called a hobby.

Sad isn't it? Somehow, the way we have our blogs pictured in our heads isn't necessarily the way we're going to communicate it.

And this is why the **elevator pitch** is so important!

An elevator pitch is a short, pithy statement to describe your business. The whole idea is that you should be able to communicate what your business is about in the short span of an elevator ride. Say 30 seconds. Or in about 100 words.

Because let's be honest. Isn't that what you're asked about 80% of the time?

If you're not able to communicate in a nutshell what your blog is about, it's not going to be clear to your readers or anyone else who you serve and what you do.

Your blog elevator pitch feeds into your:

- Tagline, logo and other branding aspects like name cards, email signature
- about page
- guest post pitching
- networking with influencers
- marketing on Facebook groups
- website design

If you're thinking, Meera, I blog about so many things, it's impossible to condense it into 100 words...

Then I urge you to *sieve out your blog's core message*. The core message is the thread that ties it all together. It is the **primary benefit** that your blog will offer.

Every single content and product on your website should work at fulfilling your core message.

Think of it like an assembly line in a factory. Your content, products, messages cumulate and work their way towards bringing your customer or reader to that desired change or outcome at the end of the assembly line.

A good core message is one that

- Energizes your readers
- Makes your readers want to say YES, YES, Heck YES!
- Inspires them to take action

If you're not sure what your core message is, start by crafting your Mission Statement. It sounds like corporate jargon. But stay with me. This works.

Write your Mission Statement

- What do you want for your readers? What impact or change do you want to bring for their life?

Craft your Core Message

- Sieve out the single solution you are offering or the big question you are answering.

Pick 4-7 Secondary Messages (topics)

- What other messages support your core message? It's easier to think of these as topics that will come together to help your reader attain the solution or impact you talk about in your Mission Statement.

I have a PDF that I put together: A brand strategy template. Have a look at the questions. It'll help you figure out what your brand is and how you should position it. Remember we spoke about positioning in an earlier email.

[Click here to download the Brand Strategy Template](#)

Talk Soon,

Meera

P.S: If you're finding these emails useful, will you spread the word? I've pre-written a tweet. Just [click here](#) to share it.

P.P.S: If at any time you have trouble opening or downloading any of the PDFs, please do let me know. I'd appreciate that ALOT!

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