**Long Elevator Statement**

I am \_\_\_(your name)\_\_\_\_\_ from \_\_\_(your company)\_\_\_\_\_\_.

We help our clients\_\_\_\_(client goal)\_\_\_\_\_\_\_

through \_\_\_(your product /service)\_\_\_\_\_\_\_\_\_\_\_\_.

We do this by \_\_\_\_\_\_(features)\_\_\_\_\_\_\_\_\_\_\_\_\_.

I am Vicki Winterton, a professional organizer & productivity coach and the owner of Organizing Mind over Matter.

I help busy men and women just like you, replace chaos with order by organizing their office papers, spaces, data and schedules.

I do this by putting in place individualized office systems that are easily maintained.

I am \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

We help our clients\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We do this by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Short Elevator Statement**

I am ­your name .

I work (teach/educate/inspire/create, etc.) with \_\_\_\_(your niche) who struggle with

(want/can’t/are) \_(your niche’s problem)\_ and who want

(would like/need) \_\_(your solution)\_\_\_\_\_\_.

I am Vicki Winterton.

I work with small business owners just like you who struggle with office chaos and stress and want to move to order and calm. I supply that.

I am \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

I work (teach/educate/inspire/create, etc.) with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who struggle with

(want/can’t/are) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and who want

(would like/need) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

