Elevator Pitches

Introduction

This outline will help guide you in developing your 30-second elevator pitch on wellness coaching for potential clients and other audiences. In your pitch you should address:

- What is it? What is Wellcoaching or wellness coaching?
- Why is it different, better and exciting?
- What’s in it for me?

We will also address key messages for different audiences:

1. employers/corporate managers
2. health clubs
3. healthcare professionals
4. media representatives

Dos and Don’ts of a Successful Elevator Pitch

Do:

- Be brief – be sure that the pitch is no more than approximately 30 seconds.
- Grab attention – tease the listener, invite them to ask questions or say ‘tell me more’.
- Speak in your own words and voice – be yourself, don’t sound as though you are reading from a script.
- Make sure that the listener understands why wellness coaching is needed and important.

Don’t:

- Use too much jargon or clinical-sounding terms – consider your audience, is it ‘over their head’. Make it simple and straight forward.
- Be too personal – again consider your audience, you don’t want to potentially insult the listener by suggesting that s/he personally needs help.
Creating Your Elevator Pitch

What is Wellcoaching or wellness coaching?

- In the first 15 seconds of your elevator pitch, describe briefly, in 1-2 sentences, what wellness coaching or Wellcoaching is.
- Include a description of the compelling need for wellness coaching.
- Include a short description of wellness.
- Think about how you feel about Wellcoaching – what does it mean to you?
- Adding some personal or more specific information can often be helpful in defining your own vision of Wellcoaching. For example, you may specialize in certain groups, like ‘women over 40’.
- Try not to be too vague or too specific. For example if you use the term ‘personal training’ people may instantly think of ‘going to the gym’. Wellcoaching is an overall view of wellness which includes health, fitness, weight, nutrition, and stress management.
- Always remember the nature of your audience and be prepared with something in your ‘back pocket’.

Examples:

“Many people are struggling with wellness, it’s an epidemic – they’re overweight, out-of-shape, and stressed out. There is a need for a new approach. Wellness coaches like me help people bridge the gap between what they know they should do and doing it consistently.”

“Wellness coaches help their clients identify a vision for their wellness, become aware, clear, and aligned with why they really want to reach their personal wellness goals, and then help them get there.”

“Wellcoaching is all about partnering with my clients and helping them to put into practice the health and wellness behaviors they already know - like exercising, eating well, and relaxing more.”

“I coach people who want to change and improve their wellness, including fitness, weight, stress, eating habits, and health, and who need the structure, accountability, and expert advice and support of a coach to get there.”

“Many people feel that they’ve lost control of their physical being, and wellness, and they’re unhappy being overweight, out-of-shape, and feeling burned out. Wellness coaches help their clients take charge of their health and wellness, set goals that can be engineered into their hectic lives, and regain control while feeling and looking better.”
“A wellness coach helps you face the overwhelming aspects of your life, and all the things you could change, and find a healthier lifestyle that you can realistically maintain for the rest of your life.”

“I find that wellness coaching is very powerful because I can help people who have insanely busy lives find the path to the level of wellness they yearn to reach. I can help people figure out how to feel more energetic and lose weight or avoid gaining weight, exercise more, eat better, and manage stress better.”

“If you’re ready to get out of a rut, take charge, and make lifelong changes, a wellness coach can help you get there during convenient weekly telephone coaching sessions, supported by client websites, including video-conferencing, with all the resources clients need to reach their goals. I coach clients to develop a personal vision and goals for their wellness, and establish a better lifestyle in just three months.”

“You know, of course, that quick fixes don’t last, and changing behaviors is hard work. Wellness coaches help clients take charge, do the hard work, and make lasting improvements to their lifestyles and wellness, so that they can enjoy life to its fullest.”

“Peak performance at home and work demands peak health, fitness, and wellness, yet most of us devote too little time and effort to our wellness. A wellness coach helps you make your wellness a high priority so that you can, day by day, and week by week, make changes to your lifestyle, which increase your energy and ability to perform at a high level.”

What is New, Different, Better, and Exciting?

Next, you want your audience to know that wellness coaching is new, different, better and exciting. What is it about Wellcoaching that is different or better than a personal trainer, or a dietitian? For example:

“Where a personal trainer or dietitian typically prescribes a specific regimen, I consider where my client wants to change in a more holistic fashion, including fitness, weight, nutrition, stress, and health, and then identify how to get there in the next three months, and maintain a healthier lifestyle over the long term.”

“Wellness coaches help clients work first on the mental homework, asking questions like – why is wellness really important to me, what will it take for me to overcome my obstacles, what are my priorities…and then hold their clients accountable to their motivators and goals in weekly telephone coaching sessions, supported by websites that have all of the resources that clients need.”

“Improving health, fitness, and wellness is really about changing behaviors – replacing bad habits with good ones. Wellness coaches are highly trained in behavior change and spend more time asking great questions to help clients find their own answers, than providing all of the answers.
The coaching approach forces clients to take responsibility, mobilize their own motivation, own their visions and goals, and not rely on the coach for all of the answers and motivation.”

“Wellness coaching is more convenient and cost-effective than face-to-face sessions with a trainer or dietitian – a weekly 30-minute telephone coaching session is all that is needed to help clients decide where they want to go, why they want to go there, and then do it.”

What’s in it for Me?

You want to close your elevator pitch, by ‘bringing the message home’, and describing what someone can get from wellness coaching. Don’t make it too personal and keep it upbeat, or the person may just walk away feeling bad about themselves – let them know they are not alone. Some examples:

“Our lives are terribly busy and demanding, making it very difficult to engineer healthier habits into our daily lives. We reach our work goals, but neglect our wellness goals, if we even set goals at all. I can help people make wellness a high priority personal project, and succeed just as they do with work projects.”

“Many people are not at performing at their peak personally or professionally, they are being held back by their low energy and high stress levels. I really like to help people reclaim their peak performance by making lifelong improvements to their health, fitness, and wellness.”

“You know what an unhealthy environment 99% of us live in. I worry about that and want to help people develop strategies and establish a lifestyle that promotes good health and wellness.”

“People are overwhelmed by the amount of conflicting health and fitness information, and their hectic schedules, and I can help them make sense from the chaos, and establish a path to higher wellness that they can stay on for the rest of their lives.”

Targeting Special Audiences

Now that you have formulated your general elevator pitch, you can begin approaching potential clients with it.

But what about special audiences? Here are some additional messages.

Employers/Corporate Managers

For corporations who have fitness facilities:
“Typical usage by employees of corporate fitness facilities is 10% or so, sometimes up to 40% - would you agree? Many people don’t have time to exercise in a gym, or don’t feel comfortable in the gym environment (embarrassed, want privacy). People also often need to work on their issues in a holistic manner, because they’re interlinked – high stress leads to overeating, fatigue makes it hard to exercise. Wellness coaches can really help many of the 60-80% of your employees that don’t go to the company gym, want to work out on their own, and need a more holistic approach.”

For corporations who provide a subsidy for wellness activities (health-club membership, Weight Watchers, etc.):

“Wellness coaching works – it’s powerful in helping people make changes, and is an excellent and state-of-the-art alternative to other wellness activities subsidized by your company. It provides a level of privacy and personalization that isn’t available with other approaches.”

For corporations who don’t subsidize wellness activities, or provide free wellness programs:

“Most behavioral scientists believe that the high touch, personal support, and accountability provided by a personal coach, makes wellness coaching one of the most effective approaches to helping people change. By recommending Wellcoaches to your employees, even without a subsidy, you can help many employees take charge of their wellness and benefit from this powerful, new approach.”

Health-clubs

“By offering wellness coaching services to your members, you can reach out to those who visit the club infrequently and support their fitness and wellness activities, while earning additional revenue from referral fees. You can also provide regular members a state-of-the-art approach to work on their overall wellness in a holistic way when they’re not at the club.”

Healthcare Professionals (doctors, physical therapists, etc.)

“Physicians don’t have the time and background to help patients take charge of their health and wellness and work on their lifestyle behaviors – exercise, eating habits, weight and stress management – many of which are prominent in the textbook prescriptions for common medical risks including hypertension, high cholesterol, diabetes, and obesity. In collaboration with the prestigious American College of Sports Medicine, Wellcoaches trains highly qualified health and fitness professionals in a state-of-the-art wellness coaching methodology, made scalable by a comprehensive web coaching platform. Coaches, like me, can help your patients make major strides toward a better lifestyle in an initial three-month coaching program.”

“Wellness coaches work in a holistic way to help patients with exercise, nutrition, weight, stress, and health risks. This is a highly efficient and cost-effective approach because patients don’t need to engage one expert in each area, causing a fragmented approach.”
Media

“Given the epidemic of obesity, sedentary lifestyles, and burnout, there is a call for a new approach. Personal training has grown to an industry of 75,000 trainers and $2 billion revenue in the past decade, signaling the desire for a highly personal approach. Wellness coaching, led by Wellcoaches in collaboration with the prestigious American College of Sports Medicine, is the next big thing after personal training.”