## 15 Word UVP Exercise

**Why It’s Important**

This is a valuable exercise and will show you the essence of what’s important in your UVP/Elevator Speech. (Don’t worry, you don’t necessarily need to use this version when speaking to others, but it’s an important version to always keep in mind, as it contains the most important elements of what you do.)

**Directions**

You will be reducing your UVP/Elevator Speech down to 15 words.

First, Review your answer to *5 things important to include inside my elevator pitch* in the Week 1 Review.

Then, write down your latest revised UVP. Look at it closely—are there extra words that can be deleted without changing the meaning? Is there a simpler way to describe something?

Next, list out the different concepts and ideas inside this version. Could you delete a concept without the main business changing? Which idea is the most important and describes the essence of your business the best?

Play around with the wording. This exercise is intended to get you thinking about what EXACTLY is important in what you do.

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**15 Word Elevator Speech:**

Use this space as a worksheet. Put the final version in the Week 2 Review.