

# 60 second OPPORTUNITY PITCH

You've got 60 seconds to charm them. What are you going to say? How are you going to say it? Let us help! Fill out the following worksheet and by the end you'll have a fantastic minute long elevator pitch that you can use to share the Red Aspen opportunity with others at in person and online pop ups. You can even make your 60 second pitch into a YouTube video so you can share the link. Remember to update and refine your pitch on a regular basis, and that practice makes perfect!

Red  Aspen

# ***THIS WORKSHEET***

is intended to help you put together your 60 second opportunity pitch. We encourage you to take some time and think about your answers so you can be as genuine as possible when talking to others about your business, personal aspirations, and how you think Red Aspen could fit into their life.

## STEP 1: INTRODUCTION

# 5 SECONDS

*What's your name? What are you going to tell me?*

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### EXAMPLES:

Hi! I'm Charlotte, and I'd like to tell you a bit about myself.

**My name is Molly,  
and I have the best  
job in the world.**

**I'm Taylor, and I want to  
make the most of my life.**

Hey! My name is Alex, and I'm on a mission to fill my life up with the things that matter most.

## STEP 2: ABOUT ME

# 10 SECONDS

*What are your hobbies? Who matters most? When are you the most happy and why? Write a quick "about me" statement that summarizes who you are, what you love to do, and/ or how you spend your time.*

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### EXAMPLES:

I'm a mother to my two children, Miles and Molly, I work full time, I love to exercise, and I spend most of my free time with my family.

I am a dog loving, football watching, summertime grilling, bike riding twenty something that loves her friends, family and job.

I'm busy doing everything from hitting the books to hanging with friends, and I am always down to try new things.

My title is "mom," and I have three kids ages three, five and seven. I am a cook, chauffeur, teacher, maid, and house manager wrapped up into one.

## STEP 3: YOUR GOAL

# 5 SECONDS

*It's time to write a goal statement. This statement should quickly summarize the end result that you want to see from your business. Here are a few questions you can ask yourself if you're not sure what your goal is: If money were no issue what would you do with your free time? What would financial independence mean for you?*

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### EXAMPLES:

I'm working to free up my schedule so I have more time to focus on finishing school.

My goal to stay at home with my kids full time.

I'm really busy with my kids, but I have a goal of running my own business.

My goal is to be financially independent and travel the world.

## STEP 4: HELP THE POTENTIAL NEW TEAM MEMBER THINK ABOUT THEIR GOALS

# 5 SECONDS

*Your specific goal may not translate for the person you're talking to, so it's your job to make your goal relatable. Your goal might be really specific, like being able to pay for one date night with your partner every month. How can you make that goal less specific so it resonates with your audience? You might say something like, "We all wish we had extra money for the big and little things. I'm sure you've been there."*

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### EXAMPLES:

If you're anything like me, you're looking for more time in your day so you can focus on your passions, on the things you love.

Perhaps you have financial goals that you're trying to figure out.

Perhaps you've been in a situation where you've felt there just isn't enough time in the day. I know first hand how that feels.

Perhaps you've been curious about what it would be like to own your own business, but you've been worried about the start up costs and time.

## STEP 5: INTRODUCE RED ASPEN AS YOUR SOLUTION

### 20 SECONDS

*It's the big moment! This is the first time you bring up Red Aspen, so you want to pack a punch by explaining what owning a Red Aspen business has done for you and/ or how it's helping you meet your goal. What do you like most about Red Aspen? What programs help you succeed? How flexible is this opportunity?*

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### EXAMPLES:

That's why I joined Red Aspen. I started my own business for a small investment. Not only do I love the product and the way it makes me feel, but I also love that I'm working toward making my dreams a reality. Selling Red Aspen at pop ups, in person and through my website is fun and rewarding, and building a team has helped me become a better leader in almost every area of my life.

My solution was to join Red Aspen. With Red Aspen I work when I want, where I want, and how I want. I don't have to push these big formal parties like other companies require, and I get to pop up my way. I especially love online pop ups because they are flexible for everyone, and the Lash Loyalty Box program is a great service I get to provide that helps me meet my goals.

## STEP 6: SHARE THE OPPORTUNITY

# 15 SECONDS

*By this time your listener is already thinking about how Red Aspen could fit into their life, so it's the perfect time to invite them to join your team. Start this segment by once again asking the listener to reflect on their own goals and aspirations, then add a personal touch by sharing something about your team or about the Red Aspen journey. Finally, invite them to join your team!*

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### EXAMPLES:

Think about the gap between where you are and where you want to be. What are you doing today to narrow that gap? You know how I'm using Red Aspen to narrow my gap, and I know that many of you could use the same opportunity. What are you waiting for? Join my team!

I'm sure you have your own goals, and I think Red Aspen is a great way to help you achieve them. My team is growing and is made up of fun, smart and talented women. I encourage you to consider joining us as we crush our goals and celebrate our successes. Cheers!

I encourage you to think about your goals, and if Red Aspen seems like a good solution for you then I invite you to join my team. You never know what kind of success you might reach unless you give it a try!



## EXAMPLES:

Hi! My name is Charlotte, and I'd like to tell you a bit about myself. I'm a mother to my two children, Miles and Molly, I work full time, I love to exercise, and I spend most of my free time with my family. As you can guess, I'm busy, and I want to be around more for my kids. In fact, my goal is to stay at home with my kids full time. If you're anything like me, you're looking for more time in your day so you can focus on your passions, on the things you love. That's why I joined Red Aspen. I started my own business for a small investment. Not only do I love the product and the way it makes me feel, but I also love that I'm working toward making my dreams a reality. Selling Red Aspen at pop ups, in person and through my website is fun and rewarding, and building a team has helped me become a better leader in almost every area of my life. Think about the gap between where you are and where you want to be. What are you doing today to narrow that gap? You know how I'm using Red Aspen to narrow my gap, and I know that many of you could use the same opportunity. What are you waiting for? Join my team!

I'm Taylor, and I want to make the most of my life. I am a dog loving, football watching, summertime grilling, bike riding twenty something that loves her friends, family and job. I'm working to free up my schedule so I have more time to focus on finishing school. Perhaps you've been in a situation where you've felt there just isn't enough time in the day. I know first hand how that feels. My solution was to join Red Aspen. With Red Aspen I work when I want, where I want, and how I want. I don't have to push these big formal parties like other companies require, and I get to pop up my way. I especially love online pop ups because they are flexible for everyone, and the Lash Loyalty Box program is a great service I get to provide that helps me meet my goals. I'm sure you have your own goals, and I think Red Aspen is a great way to help you achieve them. My team is growing and is made up of fun, smart and talented women. I encourage you to consider joining us as we crush our goals and celebrate our successes. Cheers!

## EXAMPLES:

Hey! My name is Alex, and I'm on a mission to fill my life up with the things that matter most. I'm busy doing everything from hitting the books to hanging with friends, and I am always down to try new things. My goal is to be financially independent and travel the world. I have wanderlust, but perhaps you have financial goals that you're trying to figure out. For me, Red Aspen was a great solution when I mapped out my finances and time commitments. I can spend as much or as little time on my business as I want, and the work I put into my business translates to what I get out. Plus, I have the benefit of being able to work from anywhere as long as I have my mobile device and the internet. I encourage you to think about your goals, and if Red Aspen seems like a good solution for you then I invite you to join my team. You never know what kind of success you might reach unless you give it a try!

My name is Molly, and I have the best job in the world. My title is "mom," and I have three kids ages three, five and seven. I am a cook, chauffeur, teacher, maid, and house manager wrapped up into one person. I'm really busy with my kids, but I have a goal of running my own business. Perhaps you've been curious about what it would be like to own your own business, but you've been worried about the start up costs and time. Red Aspen was the perfect solution for me because the start up costs were low, and I can fit my work around my busy schedule. If one of my kiddos barfs on their teacher I don't have to take my vacation days to take care of them, and I can do some extra volunteer work in their classroom to make up for the vomit incident. I really get to work my way. So I ask you this- what do you have to lose? At the very least you end up with a cool starter kit with a ton of product, but what does the very best scenario look like? Who knows, with hard work you could get everything you're looking for as a business owner. Take the plunge and join my team!