

Shaunavon Business Video Series



The Shaunavon Economic Development Committee understands how important it is to market your business, and we want to help. The EDC is launching a Shaunavon Business Video Series; a series of 60 second videos, each featuring a different Shaunavon Business.

How do you get involved? All you have to do is write and deliver on camera an 'Elevator Pitch' – a short (30-60 seconds) and concise overview of your business. We will arrange a 30 minute time slot that works best for you to film you in your business delivering your pitch. We will then post the video to our social media!

The posts to The Town of Shaunavon's social media will include links to your business's website, social media (if applicable) and contact information. We encourage you to use this video for your own promotional purposes as well! Some video footage may even be used for a longer, feature video to be launched in the future promoting The Town of Shaunavon as a great place to live, visit and do business in.

So, what is an 'Elevator Pitch'?

An elevator pitch is an overview of your business, and, as the name implies, it is designed to be delivered in the time it takes to complete your average elevator ride. It can be one of the simplest yet most powerful marketing tools for a small business owner.

When delivering your elevator pitch, the goal is to be short and concise to entice a customer to want to know more about, or to shop in, your business. They should be (without rushing) approximately 30 – 60 seconds.

Four Steps to Writing an Elevator Pitch

The goal of an elevator pitch is to intrigue your audience, so they want to know more about your business.

1. Who?

- State who you are and what is your job title. This establishes credibility while putting a name to a face

2. What do you offer?

- What does your business do on a day-to-day basis? This step introduces what sets you apart from others.

3. What problems do you solve / What makes you unique?

- Identify the value you offer to your customers, and what sets you apart from others. List benefits, or values, that you offer your customer.

4. Give a Call to Action:

- This encourages the viewer to visit your website, go to your business, or to learn more about you.