

## ELI MARKETING TOOLKIT

# Elevator Pitch

### **Option 1:**

We all have *extraordinary* untapped potential. The ELI is a one-of-a-kind assessment—coupled with a debrief with me!—designed by iPEC to help you raise your consciousness so you can create the ideal life you envision.

### **Option 2:**

We all have *extraordinary* untapped potential. The ELI is a one-of-a-kind assessment—coupled with a debrief with me!—designed by iPEC to help you explore what blocks and diminishes your energy, so you can shift it and begin taking steps toward creating the ideal life you envision.

### **Option 3:**

We all have *extraordinary* untapped potential. The ELI is a one-of-a-kind assessment—coupled with a debrief with me!—designed by iPEC to take something abstract (the way you experience the world) and turn it into a tangible metric with profound and practical insights you can use to reshape your worldview and transform your life into the ideal one you envision.

**Optional closing sentence:** As each of us fulfills our unique potential, we raise the consciousness of the world.