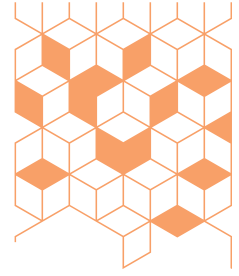


Create



Elevator Pitching

- 1** Create an attention-getting hook. To pull in your listeners, write one or two sentences about the problem you're solving. This could be a startling fact or a rhetorical question.
- 2** Explain who you are and what you do. In one to two sentences, explain why you're the right person to solve that problem. Consider wrapping in your personal connection and why you are an expert.
- 3** Communicate what's unique about your idea. Explain your idea and how it is solving the problem. You may want to mention how people currently fill the need and why your solution is better than this.
- 4** Include a call to action. In one sentence, state what you want to happen next — this could be giving the listener a chance to ask you questions, asking for an introduction to a colleague, or scheduling time to talk in more detail. Consider engaging with a question at the end.
- 5** Pull it all together. To keep your Elevator Pitch succinct, cut out any information that doesn't absolutely need to be there. See how short you can make your elevator pitch while still including the most important information.

Fill in these items to flesh out a persuasive, compelling Elevator Pitch.

Create an attention-getting hook.

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Who are you? What do you do?

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What's unique about your idea or business?

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What's your call to action?

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