

## Elevator Pitches

Key takeaways for 30-second elevator pitches

1. **Build the foundation.** Include your name, job title, company name, products, and a call to action.
2. **Utilize an attention-grabbing question.** These questions are effective when worded to evoke emotion and demonstrate an understanding of the issues the listener may be facing.
3. **Give the listener a reality check.** The purpose of this is to generate a sense of frustration within the listener. You want them to think about their daily struggles so that you have the opportunity to explain how you can help.
4. **Include a credibility boost.** This can be as simple as subtly name-dropping your title. The article uses this example: “As an account executive for...”. This reminds the listener that you are an authority on the subject you’re pitching, thus making them engage more.
5. **Keep the pitch short and sweet.** Focus on what you want the listener to know about yourself or your business and go from there.
6. **Include a success or customer story.** This demonstrates a before and after effect for the listener and conveys value.
7. **Tailor the pitch for the listener.** Avoid sounding too formal or over-rehearsed. The idea is to use the pitch as a guide for conversation but not as a script to be recited on command.
8. **Know your product.** Having a good understanding helps with pointing out the unique aspects of your product or service to make it stand out.
9. **Keep it fresh.** As your business grows and changes, you must update your elevator pitch to best reflect the current state of your business.

## High 5!

### 5 Elements to include in your elevator pitch

1. **What:** Consider what you are pitching. This can be a project, business or even yourself. Provide lots of detail to the pitch and create a mental picture.
2. **Who:** Who are you pitching to? Make sure that your pitch is tailored to every individual you are speaking to.
3. **Wow:** Create a hook that catches the attention of your audience. The hook ensures that they are entertained and engaged.
4. **Why:** When pitching, tailor to the audience so that they can picture themselves in the equation and understand how it impacts them and why they should care.
5. **When:** Solidify the pitch with a “When”. This is the moment to ask when they are free to meet so that you may expand on your pitch.