

YOUR ELEVATOR PITCH - FORM

Having gone over the elevator pitch document in the session and read the attached pdf you can now start to write and practice your own elevator pitch.

Remember an elevator pitch is a brief, powerful and persuasive dialogue that you use to spark interest in what your company / business or brand does.

You can also use them to create interest in a project, idea, or product – or in yourself.

A good elevator pitch should last no longer than a short elevator ride of 20 to 60 seconds, hence the name.

They should be interesting, memorable, and succinct. They also need to explain what makes you – or your company, business, brand, product, or idea – unique.

Remember, an elevator pitch is never an opportunity to close a deal. It's a chance to gain more of your prospect's attention and time. It's also a quick introduction to you, your company, and how you can help your prospect.

1. Who are you?

2. What does your company do?

3. What's the value proposition?

4. Grab their attention.

5. Read and edit the pitch.

Write out the full pitch.

And lastly, practice, practice, practice. Do this with a friend, a work colleague or in front of the mirror. You can also record yourself to see what it looks like and feels like for the customer. Always place yourself in the customer's shoes to see how it feels.

Have fun with it, be creative and make sure it is unique, authentic and from your heart.

NB. In some networking communities they may give you an option to consider your target client. Be prepared with a brief add on to describe your 'target client'.