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## Guide to Crafting a Powerful Elevator Pitch



You need a powerful elevator pitch that is highly effective and demonstrates your worth. This guide walks you through the steps to help you create one that is memorable and leaves a good impression.

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# What is an elevator pitch?

*An elevator pitch is a short, prepared speech that is influential in getting others interested in learning more about you or your company. It is your self-marketing tool and will act as your personal brand statement when you are building relationships that will increase business opportunities, improve your career, and generally help you make beneficial connections with new contacts. An impactful and successful pitch will immediately convey the value you offer within a few brief and concise sentences.*

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## Why do you need one?

**You need to have an elevator pitch prepared for many situations such as:**

-  When you're attending a networking or social event
-  When closing on a sale or trying to gain new accounts
-  When speaking with clients and colleagues about business initiatives you are leading
-  When it's time to promote your idea to the CEO
-  To use during a job interview
-  Anytime someone asks you what you do
-  And overall to simply help you stand out

# What are tips for creating one?

**Follow this advice to develop an elevator pitch that is persuasive and compelling:**

-  Keep it 20-30 seconds long which is about the time it takes for an elevator ride (hence the name)
-  Use an economy of words and consider incorporating strong adjectives that best describe who you are and what you bring to the table
-  Include an objective and determine the exact message you want to have come across
-  Be sure it flows and appears logical moving from point to point
-  Record yourself speaking it out loud then play it back so you can hear it and make any changes
-  Always practice, then practice some more so it sounds enthusiastic, confident and conversational
-  Rehearse maintaining eye contact and exhibiting positive body language when saying your pitch

**Use the question and answer chart on the next page to help you write an elevator pitch that is tailored and customized specifically to you and your goals**

# How do you write your own elevator pitch?

Keep in mind the **RULE OF SEVENS**



7 seconds to make a first impression



14 seconds to create interest



21 seconds to tell your story



28 seconds to plan your follow up

**Ask yourself the following questions and write your answers in the space provided:**

## What is your goal?

It must be specific and customized for each situation. For example, what are your short-term goals? What do you want to achieve? You can put a time frame on it but always be realistic. The listener of your pitch must know and understand what exactly you're asking of them.

## Who are you?

What do you want people to remember about you? Start by clearly stating your name, then let it flow from there.

## What do you do?

This is where you state your value. It needs to be phrased showing results or making an impact. To organize your thoughts, think of this as your "tag line". It should allow the listener to understand how you or your company can add worth and be valuable to them.

## What are your distinctive characteristics?

Talk about the unique benefits you offer to others, especially as a professional. What do you bring to the table that is different from your peers, and helps you stand out?

## What is the follow up?

How will you follow through? For example, are you looking to obtain a business card? Or want to plan a meeting over coffee to speak further? You must have a clear request at the end of your pitch to help reach the goal you have set.

**Now copy/paste your answers here and pull them together  
to craft your own elevator pitch:**