



Elevator Pitch

What is an Elevator Pitch?

The idea of an elevator pitch is to prepare a succinct and persuasive introduction of about 30-45 seconds long, so that when you have the opportunity to meet someone you are interested in professionally, you can present yourself, your service or your product confidently and concisely.

A typical structure for an Elevator Pitch:

1. Introduction

- Capture your audience's attention with a 'hooking' statement
- Introduce yourself and your company
- Explain what you do

2. You and your company

- Describe your contributions to the company, including problems you've solved.
- Explain your interest in the person you are speaking to.

3. Benefits

- Describe your product/service/solution.
- Examples of how people benefit from working with you.

4. Call to Action

- Ask for an appropriate response, e.g. exchange contact details, a referral, set up a meeting, etc.

Writing and Delivering your Elevator Pitch

- Using the outline given above you are going to write your own Elevator Pitch.
- Before you start, think of who you might deliver it to and what your goal is (i.e. to work on a specific project, a promotion, to gain a new client).
- Make notes under each heading in particular finding the appropriate vocabulary.
- Write up your notes and always focus on keeping it short! The whole thing should be no more than 250 words.
- Once you're happy with your pitch in writing, practice saying it out loud. Ideally, you should try to memorise it and try it out on friends, classmates, colleagues or family for feedback. That way you'll be confident when the moment comes that you need to deliver it.