Elevating your elevator pitch

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Today’s speaker

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Let’s get to it…

**What is an elevator pitch?**

Start with the goal in mind

Lay out your best case

Create a hook

Make it your own

Practice makes perfect
First impressions never have a second chance.
Your elevator pitch is your first impression

- A short, impactful speech
- An invitation to a deeper conversation
- Sparks interest
- Gives context on the “what” and the “why” of you or your business
- Offers a glimpse of who you are
- Varies based on who your audience is
A successful elevator pitch...

- Defines the problem
- Describes the solution
- Speaks directly to the audience
- Builds credibility
- Opens the door to a call to action
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Pitch to your neighbor...GO!
Everything is better when its backwards

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What do you want me to do?

• Identify the optimal outcome for your pitch
  – Example: a meeting, a newsletter signup, a website visit, an intro to a key contact

• Outline what I need to know to execute
  – Example: the URL to your site, who you want me to intro you to, important deadlines

• Consider why I might want to do this
  – Example: out of the goodness of my heart, because we have mutual friends, because you are a credible business person

• Make the ask as easy as possible for me
  – Consider a leave-behind
  – Send a follow up email
Write down your goal
Show us what you’ve got

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Make it your own
Practice makes perfect
Cover the basics first

• Who are you?
• What problem do you solve?
• What is the solution?
Build up your evidence

- Why do I care?
- What makes you credible?
- What is exciting about your business?
- What matters to me?
- Lay out the facts
Tell me a story

• Make it personal
• Give me context
• Prove it
Tell me why I care
Start strong

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Create a hook
Make it your own
Practice makes perfect
Open the door for more

- Break the ice
- Start with your most compelling piece of data
- Keep it simple
- Be authentic
- Start strong
Test out your hook. (Don’t be shy.)
You do you

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Create a hook

Make it your own

Practice makes perfect
Pitch your own way.
Become an expert

What is an elevator pitch?
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Create a hook
Make it your own

Practice makes perfect
Tweak forevermore

• Say it
• Write it
• Sing it
• Present it
• Record it
• Hear it
• Improve it
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