

Developing an Elevator Pitch

One of the most often delivered presentations is the ‘elevator pitch.’ An elevator pitch is a clear, concise and compelling summary of who you are, and should be used in situations where you get asked the question “What do you do?” An effective elevator pitch should be between 15 and 30 seconds long, consisting of 3-4 sentences and less than 100 words.

An elevator pitch should not be a mechanical sales pitch. It should be a means to starting a meaningful conversation about how your service or product can be mutually beneficial. You are not trying to tell the person everything about yourself and your company. The goal of an effective elevator pitch is to give a short summary of who you are, what you do, what you’re looking for and how you can help others. You ultimately want the other person ask you for more information or to expand on something you said. Below are five of the key items your elevator pitch must include in order for it to be successful.

- Tell them who you are
- Get them interested (WIFM)
- Tell them what you do
- Be passionate and confident
- Close with a call to action

Develop Your Elevator Pitch

The most important part of developing you elevator pitch is to write it down and practice it. Use the space below to write your elevator pitch.
