

Introduction to Elevator Pitches



Elevator Pitch

What is an Elevator Pitch?

An elevator pitch is like a movie trailer - a small sample of a larger product that entices the audience to come back. Its a communication tool that helps you position, sell, and educate.

POSITION: articulates your message

SELL: raises money & closes deals

EDUCATE: helps audience understand your work & why they should care



Dasra
Social-Impact

What should an Elevator Pitch include?

- The **ISSUE**
- The **SOLUTION**
- Your **UNIQUE SELLING POINT**
- Your **IMPACT**
- Your **VISION**

Preparing your Elevator Pitch

- Be like a **Fisherman** use your "hook" to reel them in
- Be an **Artist** paint a picture to tell a story
- Be a **Statistician** use facts and numbers to convince
- Be **Grandma friendly** ; don't use jargon

The Six C's

- Keep it **CONVERSATIONAL**
- Speak **CLEARLY**
- Be **COMPELLING**
- Prove your **CREDIBILITY**
- Have **CONSISTENT** messaging
- **CUSTOMIZE** for your audience

7 Steps to a Perfect Pitch

1. **Write it** - Include Issue, Solution, USP, Impact & Vision
2. **Record it** - Speak your pitches aloud
3. **Watch it** – You'll know what works
4. **Rewrite** - Fix the parts that don't
5. **Record Again**- Let some time elapse before listening
6. **Final Edit**- Finish with at least three good pitches tailored for different situations or audiences
7. **Practice** – Keep it fresh

Thank You!

**“The most valuable of all talents is
that of never using two words
when one will do”**

- Thomas Jefferson

