



How to write your Elevator Pitch

For some people public speaking comes naturally and is an easy task, for most of us it does not and for some can even be terrifying. A simple 30 second elevator pitch can fill us with dread! Preparation is key, as the saying goes 'failing to prepare is preparing to fail'.

We have created a simple worksheet that will help you prepare your 30 or 45 second elevator pitch. It is a good idea to have a few up your sleeve that you can use depending on the length and focus of the pitch. Once you have written them, practice, practice, practice, you can then whip out the one that suits best when needed and deliver it with ease.

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- 1 Who you are
 - 2 Where you work
 - 3 What you do
 - 4 How you can help
 - 5 How people can contact you
 - 6 Who you are and where you work, again!
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Add
the purple
sections to
a 45 second
pitch

1 Who you are 30 SECS

- 1 Stand up – away from the chair
- 2 Take a breath
- 3 Smile
- 4 State your name and the name of your business

2 Where you work 30 SECS

- 1 Think about what the people in the room are buying
- 2 Remember this is your CV for the interview, not the job
- 3 Think benefits not features
- 4 What problems do you solve?
- 5 Don't talk yourself out of it – keep the time!

3 What you do 30 SECS

- 1 Explain briefly and clearly
- 2 Use language which makes it come alive
- 3 Be descriptive
- 4 Don't talk yourself out of it

4 How you can help 30 SECS 45 SECS

- 1 Use a testimonial to make it come alive
- 2 What was the outcome for someone who worked with you?
- 3 Use multiple testimonials to talk directly to people in the room

5 How people can contact you 30 SECS

- 1 What do I need to do next? Or
- 2 What sort of referral am I looking for? (be specific)

6 Who are you and where you work, again! 30 SECS 45 SECS

- 1 Smile
- 2 State your name and the name of your business
- 3 Sit down

Next steps – how to make it better and tailor to who is in the room...