



“An elevator pitch, elevator speech, or elevator statement is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition.”

Wikipedia

**Preparing
your pitch**

1

PLANNING

1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?

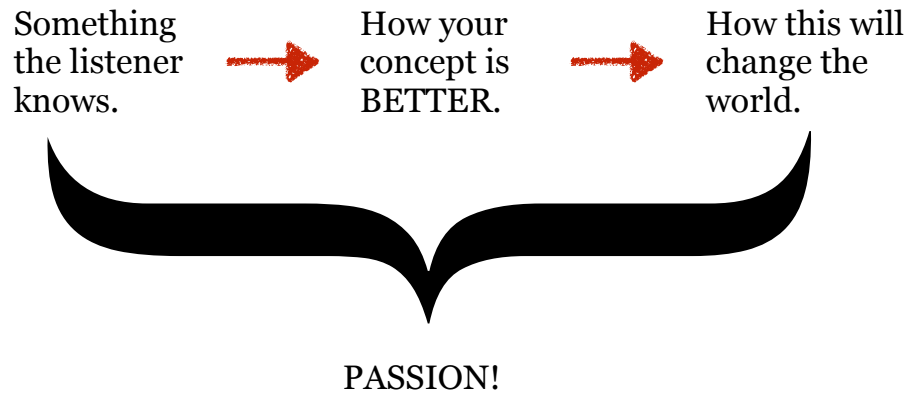
Carmine Gallo: The Presentation Secrets of Steve Jobs

1. Define who you are.
2. Describe what you do.
3. Identify your ideal clients/customers.
4. Explain what's unique and different about you and your business.
5. State what you want to happen next.
6. Create an attention-getting hook.
7. Put it all together.

Alyssa Gregory: [How to Write an Elevator Pitch](#)

1. What other products are similar to ours?
2. What's different about what we do?
3. Why is our unique invention or improvement important?
4. Are we being genuine?

Craig Malloy: [The Perfect Elevator Pitch](#)



1. Situation.
2. Impact.
3. Resolution.

Richard Fouts, Gartner

1. WOW
2. HOW
3. NOW

Brian Walter, [Extreme Meetings](#)

Prospect: So, what do you do?

Me: I help build PowerPoint muscles.

Prospect: Huh?

Me: I teach people how to use PowerPoint more effectively in business. Now, for instance, I'm working with a global consulting firm to train all their senior consultants to give better sales presentations so they can close more business.

Bruce Gabrielle: <http://speakingppt.com/2012/07/26/3-best-elevator-pitches/#sthash.E7Fx8CkB.dpuf>



- Use Post-It notes to structure your thoughts.
- Write down a draft.
- Edit your draft into a version with less than 100 words .
- Do something else for a while.

- **BE BRIEF.**
- **BE CLEAR.**
- **BE REAL.**

2

PREPARATION

- Work with your draft as a poet or a copywriter. Taste the words. Speak out the melody of the language.
- Start rehearsing your lines. Edit.
- Perform your pitch to a trusted friend. Listen to the feedback and edit.
- At some point: trust yourself that you are done.

3

PERFORMANCE

- Don't talk too fast. Breathe!
- Don't panic if you get it a little wrong. Just keep on going.
- Keep eye contact. Smile!
- Be prepared to think on your feet and to act.



Take home messages

CHECKLIST

- ☐ Is it short enough?
- ☐ Is it comprehensible?
- ☐ Are you passionate enough?
- ☐ Is the idea credible & realistic?
- ☐ Are you trustworthy?