# Creating an Elevator Pitch

This playbook outlines the sequential steps required to create a compelling elevator pitch. It guides through the process of concisely presenting professional value and objectives to effectively network in brief encounters.

### Step 1: Define Goal

Start by defining the main goal of your elevator pitch. Determine what you want your audience to remember or do after hearing your pitch.

### Step 2: Identify Strengths

List your strengths, skills, and unique attributes that make you stand out professionally. Focus on qualities that are relevant to the objective of your pitch.

### Step 3: Understand Audience

Research and understand your audience. Knowing who they are and what they care about will help you tailor your pitch to resonate with them.

### Step 4: Craft Message

Combine your goal, strengths, and knowledge of the audience to draft a clear and concise message. Aim for a pitch that is around 30 seconds long.

### Step 5: Storytelling Element

Incorporate a brief story or example that illustrates your professional value or achievements. Make sure it supports the goal of your pitch.

### Step 6: Call to Action

End your pitch with a clear call to action. Tell your audience what you would like them to do next, whether it's to share contact information, schedule a meeting, or remember your name for future opportunities.

### Step 7: Practice

Practice delivering your elevator pitch. Refine your wording, tone, and body language to ensure clarity and confidence during delivery.

### Step 8: Revise & Refine

Solicit feedback on your pitch from trusted colleagues or mentors. Use their input to revise and refine your message for maximum impact.

### Step 9: Stay Updated

Regularly review and update your elevator pitch to reflect your current professional circumstances and goals.

## General Notes

### Brevity

Keep your elevator pitch brief. It's essential to convey your message within a short timeframe, typically 20-30 seconds.

### Versatility

While the core message should remain consistent, be prepared to adjust your pitch slightly for different audiences or networking opportunities.

### Authenticity

Ensure that your pitch comes across as genuine and relatable. Authenticity fosters trust and makes a lasting impression.