

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.

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