

# 7-STEP Elevator Pitch



## 1. START WITH A BLANK CANVAS

What exactly do you do? What have you achieved, and what are your future goals? How did you help your company move forward and why? Then, fill in the most important bits of **information that you want to convey about yourself, your service or product, or your company.**



## 2. RED PEN IT

Using a different color pen, edit what you've drafted with a critical eye. Eliminate any redundancies, unnecessary or unclear information, and broad business jargon.

More importantly, hone and enhance the good stuff. "I'm great at sales" isn't likely to pique anyone's interest, but "I've exceeded my sales goals every quarter for the last two years" sure might.

## 3. PICK A CARD



Grab five index cards, and label them "Who I Am," "What I Do," "How I Do It," "Why I Do It," and "Who I Do It For." Add each item on the list you've created to the card where it fits best.

Ideally, you'll have two compelling sentences underneath each heading. So fill in any gaps if you need to.

## 4. GET IN ORDER



Organize the cards in a logical order, making sure the most important information is first.

Remember, you often only have a few seconds to communicate with someone. If you get cut off, what would you want her to walk away remembering?

## 5. ADD ATTENTION GETTER



Add an interesting fact or stat to use at the beginning of your speech. Your goal is to immediately engage someone so that he or she is intrigued and wants to learn more.

## 6. PRACTICE



Recite your pitch to someone close who can be objective, and ask for constructive feedback (although we love our friends and families, sometimes they think we can do no wrong!).

What may seem clear in your mind might come across as convoluted, long-winded, or fragmented to an outside observer.

## 7. RECORD YOUR PITCH



Once you've gotten feedback and honed your pitch even further, record yourself saying it. Listen to your tone—make sure it's friendly, non-threatening, and that you're not talking a mile a minute (knowing you only have a few moments to speak may subconsciously increase your pace).

Really listen to what you're saying—make sure you're not repeating words and that you're sending the message you really want to convey.