

The elevator pitch you will create from this worksheet is based off of three questions, as outlined below. Take the space given to brainstorm thoroughly—you know more than you think you know! Also remember, you will generally have to tailor your elevator pitch depending on whom you are speaking to—know your audience. You would speak differently to someone in your industry versus a potential client.

Connect it to the listener by asking something like “Did you know that...?”, or “Are you familiar with...?” This part is designed to highlight the problem that you solve while adding a little background. Ask yourself: What problems do I solve? What statistics or research exist for my industry? What is the gap I aim to fill?

In plain words, describe what you do. When you take away industry jargon, what is at the heart of what you do? Think in action verbs. (Note: it's okay use jargon when talking to someone in your industry.)

Lastly, craft a sentence that explains an end result or a success you have had. Look at hard numbers, what stats can you share?

Put it all together and memorize it: