

# How to make a great elevator pitch

An Elevator Pitch is a brief, persuasive speech that you use to quickly explain to people what you want to do. It should be used carefully and deliberately to highlight the most important and interesting parts of your idea (maybe even yourself!) and make people excited to learn more.



Your Elevator Pitch should be interesting, memorable, and succinct. A good Elevator Pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.

Here's some tips for creating a strong Elevator Pitch:

**Identify your goal** - What do you want to achieve with your pitch? Do you want someone to buy a product, look at your website, give you a donation or provide some support of another kind? Maybe you just want to share your big idea with people. Ensure you're clear on the purpose of your pitch before you do anything else.

**Explain what you do** - Tell your audience exactly what your plans or activities are, including the problem you're trying to solve and a brief run-down of your solution. Make sure the audience has enough information to be clear on what you're about, but not too much so that they're left wanting to find out more.

**Say what makes you/r idea unique** - Explain to your audience why you are different from anyone else and why they need to pay particular attention to you, especially if you're moving into a very crowded market.

**Engage with a question** - At the end of your Elevator Pitch, you might like to include a question so that your audience can get involved in the conversation and maybe so you can pick up some feedback for improving your idea. Some good question starters include: "How would you...?" or "What have you noticed about...?" or "What do you think about...?"

**Put it all together** - Now that you've completed all the separate parts of your pitch, it's time to put it together in a way that is clear and brief. You might start with a very long speech at the beginning of the process, but as you edit your ideas, you can whittle the content down to only the very best and most interesting. Don't forget to keep all the important parts in your Elevator Pitch - your goal, what you do, why you're unique and finish with a question.

**Practice** - Because Elevator Pitches are so short but punchy, they require a bit of practice to get right. You'll want to work on your body language, facial expression and tone just as much as your words. You can practice in front of a mirror if you like and do it enough times to feel natural.