

How to Write a Knock Out Elevator Pitch

An elevator pitch is a brief introduction, usually lasting about 30-60 seconds, to someone you are just meeting that you hope to make a good impression on. It provides some key information about who you are and what you have to offer. It is a quick way to network in a professional setting.

Attention-grabber



What is one thing about you that is unique, but also appropriate for a professional conversation? Think about writing a college essay-the first thing you want to do is capture the readers attention. It's the same concept here! For example, have you started your own business, is there something that you are passionate about, do you have a unique talent/skill? People generally remember the initial interaction.

Examples:

"I am passionate about more women leading."

"I am a proud owner of x organization."

"I help people achieve their personal and professional goals."



Mission Statement- Your Purpose, Your "Why"

Think about your introduction and how that leads into your purpose. This is where the substance lies. Whether you're looking to land a job/internship, find a mentor, or market a business/service, you can quickly get into the who, what, when, where, and why?

Examples:

"My mission is to get more women into leadership roles within the business realm by providing professional development opportunities and resources."

What's Next?



Are you looking to schedule another time to connect? Would you like for the other person to complete an action? The relationship should continue after the conversation is over, so be clear and direct. It helps to have a business card in hand or contact information readily available.

Examples:

"Would you have time soon to chat in more detail about x?"

"I would love for you to visit x website and explore my products."

"I am looking to do x, y, z, are you willing to partner together?"



Practice Makes Perfect!

Practicing your pitch can help you build confidence, as well as identify areas for improvement. Is your pitch natural, too long, too short, too wordy? All of these things will come to light during practice sessions.

You can record yourself, or simply practice with a friend or family member. Seek feedback, make adjustments, and practice again!