WRITING YOUR ELEVATOR PITCH

* Elevator Pitch = a succinct and persuasive personal introduction.
* 30 seconds or less BUT don’t rush. Speak slowly and steadily.
* Tailor it to your audience.
* Practice introducing yourself often and in a variety of settings.

WHAT DO YOU WANT TO SAY ABOUT YOURSELF?

1. Who are you?
2. What have you been doing?
3. What are you good at?
4. What makes you special?
5. What is your objective?

Once you have written your pitch, make a goal to practice it 10 times a day for a week.

WHAT IS YOUR BRAND?

What strengths are consistently called out or recognized by others?

What do others seek you out for specifically?

What approach, strategies, tactics do you employ that enable you to get great results?

What are you passionate about?

What are your core beliefs/values?

What are your top three strengths?

Are you a good leader or a good doer—or both?

What do others say about you? (Ask them!)

Ask 3 different people that know you well to list 3 words to describe you.

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