



Elevate Your Elevator Pitch

Mission - to create a winning pitch.

Goal – to grab the audience’s attention.

Do’s

- **Tell a story/share a memory** – this is a great way to create a hook. Share something of you, your product, your service that conveys your value, why you are doing it, empower them.
- **Solve a problem** – if you can address market concerns/pain points then you will instantly grab their attention.
- **Know your audience** – if you can research the audience before your pitch then do, learn about why they are there and the journey that led them to you. Then tailor your pitch. If you can’t, then think about the audience you want to attract and make it relatable to them.
- **Keep it simple** – remember a pitch is a brief, concise and bold narrative.
- **Practise, practise, practise** – don’t use cards and look down, look at this as an exam, you need to learn your lines so you can use eye contact and connect with your audience. Don’t worry if you miss something or go wrong just carry on regardless.
- **Passion** – People invest in people, so let the audience see your enthusiasm and sell your mission.

Don’ts

- **Overuse industry buzz words** – your audience aren’t testing your knowledge; they want to understand you or your idea.
- **Get your numbers wrong** – if you are going to include numbers in your pitch make sure you can answer questions around them and you understand where the numbers originate.
- **Ignore competitors** – its healthy to have competitors and know who they are and what their USP’s. It enables to pitch yourself in the market place differently to gain a captive audience so do your research.
- **Use too much detail** – this is a brief pitch so don’t get weighed down with the why’s at wherefores at this stage.

Good luck and remember to SMILE!