

Guide to writing an Elevator Pitch

An elevator pitch or elevator speech is a short overview of your business, products or services, and is typically used in business settings such as face-to-face networking. An elevator pitch can be one of the simplest yet most powerful tools for a small business owner. An elevator pitch is meant to be short, and as the name implies, delivered in the time it takes to complete your average elevator ride.



The length can vary, but you typically want to be able to present your elevator pitch comfortably without rushing, ideally in under one minute. Your goal length should be 150-250 words. An effective elevator pitch can help you introduce yourself and break the ice in networking situations. You can also use your elevator pitch to clarify your target audience and business goals for your own use, and become more confident and self-assured in business settings. As you write your elevator pitch, follow these elevator pitch tips to make it a powerful tool for your small business.

Step 1: Create an Attention-Getting Hook Write 1-2 sentences that pulls in your audience and gets them engaged in what you're about to say.

Example: "Have you ever felt held back by lack of time and wished you could clone yourself so you could get everything done, when you want to get it done, the way you want it done?"

Step 2: Define Who You Are: Write one sentence about who you are.

Example: "I am Joe Student, a small business owner who consults other small business owners."

Step 3: Describe What You Do: write 1-2 sentences about what you do every day in your business.

Example: "I consult time-challenged business owners on how to build teams, delegate effectively and ultimately become more productive and profitable."

Step 4: Identify Your Ideal Customers: write 1-2 sentences about who your ideal clients or customers are.

Example: "My ideal clients are busy and driven small business owners who struggle to accomplish everything they want to accomplish. My clients understand the value of a team and are ready to learn how to delegate, but find it challenging to let go of their quest for perfection, find quality team members and commit to creating a team that can thrive, even without them being hands-on."

Step 5: Explain What's Unique and Different About You and Your Business : write 1-2 sentences about what sets you apart from every other business owner who does what you do.

Example: "I'm in a unique position to help my clients because I've faced the same struggle of not having enough time and feeling held back from true success. I have figured out a formula that can help just about any entrepreneur build a team and delegate effectively, giving them the time they need to grow their businesses, explore new endeavors and take time off, knowing their businesses will continue to prosper in their absence."

Step 6: State What You Want to Happen Next : Write 1-2 sentences that identifies what you want your audience to do next.

Example: "I'd love to schedule a time to talk more about some of your delegation and team challenges, and explore how we may be able to work together. here is my business card, please give me a call if you are interested"

Step 7: Put It All Together: Combine the statements you drafted in the previous steps, Then, add transitions and edit it until it flows conversationally and captures the most important information.

Example: "Have you ever felt held back by lack of time and wished you could clone yourself so you could get everything done, when you want to get it done, the way you want it done? Well, I work with busy and driven small business owners who struggle to accomplish everything they want to accomplish. The clients I work with generally understand the value of a team and are ready to learn how to delegate, but find it challenging to let go of their quest for perfection, find quality team members and commit to creating a team that can thrive, even without them being hands-on.

"I consult these time-challenged business owners on how to build teams, delegate effectively and ultimately become more productive and profitable. I'm in a unique position to help my clients because I've faced the same struggle of not having enough time and feeling held back from true success. I have figured out a formula that can help just about any entrepreneur build a team and delegate effectively, giving them the time they need to grow their businesses, explore new endeavors and take time off, knowing their businesses will continue to prosper in their absence.

"I'd love to schedule a time to talk more about some of your delegation and team challenges, and explore how we may be able to work together, here is my business card, please give me a call if you are interested"

Elevator Pitch Mistakes To Avoid

So now that you know what to do in your elevator pitch, let's quickly talk about what NOT to do.



Speaking too fast.

Yes, you only have about 60 seconds, but try to avoid cramming 15 minutes of information into one minute.

Using highly technical terms, acronyms or slang.

You want your pitch to be easily understood by any audience and that means try to avoid using words that will confuse the average person. The last thing you want is for whoever is listening to you to feel dumb. Remember, think commercial!

Not being focused.

This isn't a general conversation and you're not discussing the weather (unless that's your job, in which case, never mind). Keep your pitch clear and focused.

Not practicing what you're going to say.

First, write down your pitch. Read it over. Have your friends and family read it. Does it make sense? Make sure it flows well and that there aren't any spots that feel rough or awkward. Then practice it. Practice it again. Keep practicing it until it becomes so easy for you to pitch that you can do it at the drop of a hat.

Being robotic.

This is all about a face to face interaction with someone you want to impress. Having an easy, approachable, conversational style to your pitch will get you much further than an overly rehearsed monologue approach.

Not having a business card or take-away with you.

Okay, you've sold them on you...now how are they going to get a hold of you when they decide it's time to bring you in? Make sure you always have something on you to pass on that will allow people to not only remember you, but contact you later on.