

ELEVATOR PITCH TIPS

1 Be intentional to create connection and curiosity.

2 30 seconds or less. That's about 75 words.

3 Make it memorable. Embrace The Golden Circle Theory. Share your WHY and how it's connected to your company's mission and values.

4 Make your elevator pitch a story. According to cognitive psychologist, Jerome Bruner's theory people are 22X more likely to remember a fact when it's presented as part of a story.

5 Include social proof or a brief "AHA" that explains how your product/solution serves and provides value to your clients. (USP = Unique Selling Proposition)

6 End with an engaging open-ended question

Practice, practice, practice