

ELEVATOR PITCH

Worksheet

An elevator pitch is a brief, persuasive speech that you use to spark interest in your business. You can also use your pitch to create interest in the products and services you provide.

BEFORE YOU START WRITING

TARGET AUDIENCE

- Hint - it is NOT everyone!
- Your target audience should be the companies & individuals you feel are the best fit for you and your products/services.
- You will be much more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to.

HOW DO YOU HELP

- Pain points your products or services uniquely address
- products or services beyond those of competitors
- demonstrated qualifications
- specialized experience and technical competence
- What do you do that is special - an attention getter

IMPORTANT TO YOU

- Company mission
- Company Values
- 80/20 rule

THINGS TO AVOID

- Blaming Others
- Listing Credentials
- Complexity or Too much detail
- Technical terms
- Leading with Certifications

ELEVATOR PITCH

Worksheet

YOU & YOUR COMPANY

YOUR NAME:

NAME OF COMPANY:

YOUR TITLE:

SERVICE AREA:

CERTIFICATIONS:

WHAT DO YOU OFFER?

WHAT ARE THE PRODUCTS, AND SERVICES YOU PROVIDE?

EXAMPLE: We offer a wide range of lawn care and maintenance needs, such as lawn mowing and brush removal.

WHAT MAKES YOU DIFFERENT?

WHAT IS YOUR VALUE PROPOSITION (SECRET SAUCE OR DIFFERENTIATOR)?

EXAMPLE: Our team of over 20 professionals means we can have the capacity to service large contracts quickly.

CALL TO ACTION

WHAT DO YOU WANT THE LISTENER TO DO AS A RESULT OF HEARING THIS?

EXAMPLE: Can we schedule a meeting to discuss how my company can help you?

PUTTING IT ALL TOGETHER

Formula	EXAMPLE
[Hook]	We help your landscaping look amazing.
[Greeting]!	Good morning!
[name], [title], [company]	My name is John Smith, Owner and Operator of Smith's Lawncare.
[high level product/ service], [specific/ specialty/ niche]	We offer a wide range of lawn care and maintenance needs, such as lawn mowing and brush removal.
[uniqueness/ differentiator]	Our team of over 20 professionals means we can have the capacity to service large contracts quickly.
[Call to action]	Can we schedule a meeting to discuss how my company can help you?