



Elevator Pitch Exercise Handout

Short Definition:

An elevator pitch is simply a clear statement that describes:

- What you do
- Who you help
- What makes you different or better

Storytelling questions to answer:

- Whose story is it?
- What's happening?
- What's at stake?
- What's the point?
- Why should the reader/listener care?

Think about:

- What tone will work best with my audience?
- What do I want my audience to feel?

Remember the KISS rule:

Keep it simple and short. And, don't be boring.

Tips:

1. A secret to good advertising, and it's useful for us too, is:
Cut through the clutter.
2. A good place to start is to think about:
What's the point I want to make?