

# How To Design An Elevator Pitch That (Actually) Works



What is an elevator pitch? This type of pitch should be able to define what your business does and why it's important in less time than it takes to ride an elevator to 15th floor of a building.

## 5 KEY ELEMENTS OF AN ELEVATOR PITCH

1. **The Hook:** Draft an opening line that will pique a person's interest in the first five seconds.
2. **Your Company:** Disclose your company name and explain the service you provide.
3. **Your Goals:** Briefly describe your short and long-term goals.
4. **What's In It For Them:** Explain to the person how they will benefit from working with your company.
5. **CTA:** Provide the "next steps" for additional contact.

## FILL OUT THE FOLLOWING QUESTIONS TO CRAFT YOUR PERFECT ELEVATOR PITCH:

1. What is the most interesting, cool, funny, or unique fact about your business?

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2. What is your business's name?

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3. In 30 words or less, describe your business's top priority or goal:

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4. In 30 words or less, explain how you achieve this goal and why you do it better than the competition:

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5. In 30 words or less, describe what you can offer a private lender or business partner:

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6. Ask a question that leaves room for further discussion (i.e. Do you know anyone who might need my service?):

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## BEFORE CALLING THIS YOUR ELEVATOR PITCH, BE SURE TO CHECK OFF THE FOLLOWING BOXES:

- I can answer the above questions in less than 60 seconds.
- I come across sounding genuine and sincere, as opposed to salesy and sleazy.
- I am using this elevator pitch to find a lender or partner who will benefit from my business or service as much as I will benefit from them.
- If you can successfully answer these six questions while meeting the above qualifications, you will have designed an elevator pitch that actually works.