

ELEVATOR PITCH

This concept comes from the question: What would you say if you were riding on an elevator with the CEO of your company and you were trying to advance your career? When you only have a few seconds to make a strong and positive impression, craft a “30-second” or “elevator” pitch using the following guidelines:

Concise – Keep your pitch succinct and clear, with as few words as possible.

Clear – An effective elevator pitch should be understood by a layman, rather than being filled with acronyms and industry terminology.

Compelling – What can you do for your target audience?

Credible – Spell out what makes you qualified to do what you do without using buzzwords like “outside the box” or “synergy.” Using credibility-driven words like “certified” will help sell you.

Conceptual – Your pitch should stay at a high level and not go into too many details.

Concrete – While high level, the pitch should also be tangible and easy to grasp.

Customized – Every target audience is different. Your pitch should reflect those differences.

Consistent – No matter how many versions you may have of your pitch, they should all convey the same basic message.

Conversational – The idea of an elevator pitch is to start the conversation and hook your target. Keep it casual and don't try to close a deal in your pitch.