



Create a Killer Elevator Pitch

Shannon Daniels, MA, CHC
Public Speaking, Communication
& Mindset Coach



The Elevator Pitch



**OK. YOU'VE GOT 1 MINUTE.
IMPRESS ME!**



STRATEGIZE. PREPARE. EDUCATE. ARTICULATE. CONNECT.

6 Steps to Create a Killer Elevator Pitch



Step 1: Know Your Audience

- Investors
- Potential Clients
- Potential Employer
- Referrers
- Etc.



Step 1: Know Your Audience

1. Make a list of potential audiences
2. Choose one to focus on



Step 2: Hook Your Audience

- Appeal to interests
- Fulfill a need
- Solve a problem

Grab attention



Step 2: Hook Your Audience

1. List your audience's problems/needs and interests
2. Prioritize your list
3. List words and phrases that:
 - Address the problems/needs
 - Appeal to their interests
4. Write your hook



Step 3: State What You Do

- YOU, not your business/product/service
- Focus on your strengths and passions



Step 3: State What You Do

- Benefits oriented
 - How does it benefit your listener?
- KISS – **K**ee**P** **I**t **S**hort and **S**imple
 - Clear and concise



Step 3: State What You Do

1. List your strengths, skills and passions
2. Narrow down your list to align with your audience's needs and interests
3. Choose the most important/pertinent skills to include in your elevator pitch
4. Write your “what you do” section



Step 4: Elevate Your Value

- Share success stories
 - Short
 - *Relevant*
 - Audience focused
 - Example: Closing the deal vs. differentiator



Step 4: Elevate Your Value

1. Compile a list of relevant success stories
2. Choose the stories that will best resonate with your audience
3. Compress stories into 1 to 2 short, yet compelling sentences



Step 5: Drive Action

- Encourage interaction beyond the 60
- Ask open ended questions
 - What are your tips for keeping your audience engaged when you speak?
 - Not all about you
 - What do you do?
 - What brought you here today?



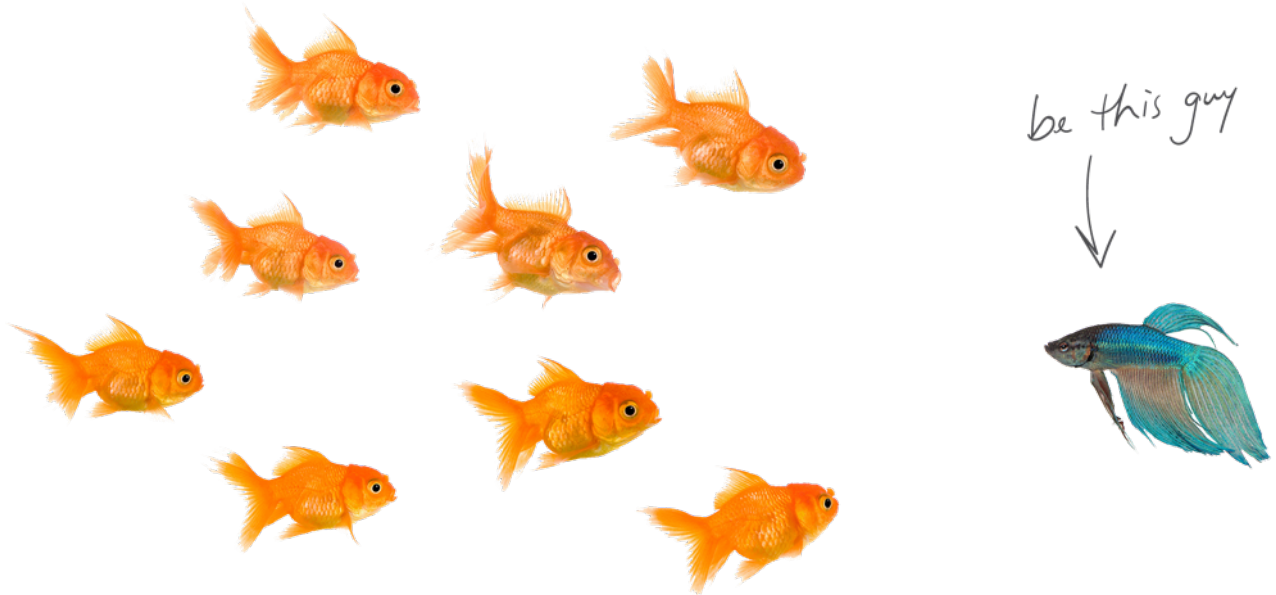
Step 5: Drive Action

1. Make a list of actions you want your audience to take
2. Turn the actions into open-ended questions or action statements



Step 6: Be Creative

- Stand out from the crowd
- Be memorable



Step 6: Be Creative

1. Pull all the parts of your elevator pitch together
2. Think of creative ways to re-word it
3. Rewrite your elevator pitch
4. Get feedback from others
5. Tweak your pitch



Create a Killer Elevator Pitch

Step 1: Know Your Audience

Step 2: Hook Your Audience

Step 3: State What You Do

Step 4: Elevate Your Value

Step 5: Drive Action

Step 6: Be Creative



Step 7: Prepare for Mephobia

mephobia

The fear of becoming so awesome that the human race can't handle it.



Next Steps

- Write your elevator pitch
- Practice your elevator pitch
- Deliver your elevator pitch
- Engage in #winning



SPEAC to Shannon

www.speacsuccess.com

shannon@speacsuccess.com

844.489.2837





STRATEGIZE. PREPARE. EDUCATE. ARTICULATE. CONNECT.

Want more?

Click the SPEAC University logo below
for additional training and resources.



U N I V E R S I T Y

Button not working? Visit www.speacsuccess.com/speacuniversity





Improve your next presentation or pitch in just 30 minutes!
Schedule your complimentary skills assessment today.

Book now!

Button not working? Visit www.speacsucces.com/skills-assessment

