

Polishing Your Pitch

You need an elevator pitch, designed to provide the most important facts in the average time you'd spend with someone in an elevator. (That's between 30 and 60 seconds, in case you're wondering.) This is your pitch about you and your product or service, and it is designed to give listeners just enough essential information to make them want more.

The key elements in a powerful elevator pitch are passion and preparedness, the two factors that will convince your listeners you will achieve your goals.

YOUR ACTION STEP

For more entrepreneurial tips, get your copy of *Letters to my Daughters* today! Learn more at LindaHollyer.com

There are 4 main elements in an effective pitch. Get out your calendar and schedule 10 minutes for each of the questions below over the next five business days. There is nothing more important you can do for your business, so it should be easy to make this task a priority. If you run into trouble, ask to exchange some skill time with a friend or colleague who has strong marketing chops and run through your challenges together.

Your pitch should be no more than a minute. It should feel natural, so once you've filled out this worksheet, practice it a few times. Then go get 'em!

Does your business solve a problem? State it below clearly and succinctly.

.....
.....

The second sentence should be about how you will solve the problem. State your solution below.

.....
.....

Now make mention of your target customers and their proximity to your business.

.....
.....

Lastly, describe who you will be competing against and how you will make yourself different and better.

.....
.....

