

The Elevator Pitch

The classic Elevator Pitch is delivered when you step into an elevator with a key leader, partner or investor. It's just you and him or her – a captive audience! You have as much time as it takes to get to their floor to share what you do, but you need to do it in a way that grabs their interest.

While you aren't always going to be jumping in an elevator to pitch your business, it's wise to practice and refine a succinct overview of your business that quickly gets people interested and asking questions. You'll be surprised how often you use it; at networking events and even to family members and friends. To help you cover everything, below is a format you can follow;

Introduction

Introduce yourself and your business, and create a strong first impression.

Problem Statement

Make sure the person listening understands the problem you want to address – and that is a problem in the first place!

Solution

Explain how you will solve this problem, and generally what your business will do.

Impact

Talk about the difference your idea will make, and who will it impact most.

Hook

Close with a compelling question that gets them interested. It could be rhetorical, but allows the conversation to continue.