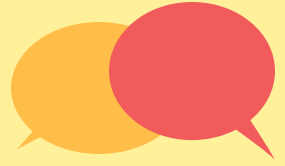


# Craft Your Elevator Pitch In 7 Steps

## 1 Get Started Rules:

- Be conversational
- No technical jargon
- Be original and unique
- We call it a "pitch" but it's really a conversation starter!



## Tell Your Story 2

- Be sincere
- Be unique
- Be authentic
- Be confident

## 3 Don't Sell!

Remember, you are starting a conversation, not selling.



## Practice Makes Perfect 4

Rehearse, rehearse, rehearse. You have to be comfortable with what you are saying.

## 5 Be Ready For Opportunities

Opportunities to engage are the win!



## Listen 6

Really listen to the other party, don't just wait for an opportunity to talk.

## 7 Create Follow-Up

Use LinkedIn as a way to follow up and build your network.

