

8 Steps To Craft Your Elevator Pitch



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.



2

Tell Your Story.

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



3

Don't Sell!

Remember, you are starting a conversation, not selling.



4

Practice Makes Perfect.

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



5

Be Ready for Opportunities.

Opportunities to engage are the win!



6

Manage Expectations.

All you want is a response of “Interesting, tell me more.”



7

Listen.

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



8

Create Follow-Up.

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