



How to Develop Your Elevator Pitch

Your "Elevator Pitch" is what you would say between the 2nd and 42nd floors in an elevator when asked by a stranger; "What do you do?" Your elevator pitch should be so simple that your mother or grandmother should be able to understand it and describe what you do to her friends.

There are five basic steps to create your elevator pitch. They consist of answering the Who, What, Why and How questions.

Step 1 Who are you? And, what do you do?

Step 2 What is your specialty?

Step 3 Why are you best at what you do?

(Or what makes you so special? You should provide some insight into both your approach and the type of value you deliver.)

Step 4 How does someone take the next step? This is called the "call-to-action". To be successful, your elevator pitch must engage the listener and get them to take an action - any action - that puts him or her on a trajectory to do what you want. It can be as simple as agreeing to take advantage of a free consultation, or even to meet for a cup of coffee. The point of the call to action is to get the person to start saying "yes"!

Step 5 What is a good referral for you?

There you have it. The five step process of developing your elevator pitch. It may seem simple but, it is not easy. The most complex thing in the world is to keep it simple. So take some time to think about what you do, why you are unique and how those you network with can say yes to your call to action.

Write out and practice, practice, practice your elevator pitch. Then share it with your mother or grandmother. You will know that you are well on your way to networking success when they start bragging about you to their friends and neighbors.