



15 - Second Pitch aka Elevator Pitch

KEEP IT SHORT AND SWEET:

Your elevator speech is a sales pitch. Be sure you can deliver your message in 60 seconds or less.

FOCUS ON THE ESSENTIALS:

Say who you are, what you do, and what you want to achieve.

BE POSITIVE AND PERSUASIVE:

Your time is limited. Focus on what you want to do, not what you don't want to do. Be upbeat and flexible.

PRACTICE, PRACTICE, PRACTICE:

Deliver your speech to a friend or record it, so that you can be sure that your message is clear.

LUSH EXAMPLE:

Source: <https://www.carminegallo.com/clocks-ticking-a-simple-tool-to-pitch-your-idea-in-15-seconds/>

3 supporting messages. All Lush products are:

1. FRESH
2. ENVIRONMENTALLY FRIENDLY
3. SUPPORT ETHICAL CAMPAIGNS

The 15-second pitch would sound like this:

Welcome to Lush. We make handmade soaps and cosmetics. Everything in the store is fresh, environmentally friendly, and part of our profits support ethical campaigns.

MORE EXAMPLES:

- I have a decade's worth of experience in accounting, working primarily with small and midsize firms. If your company is ever in need of an extra set of hands, I'd be thrilled to consult.
- I create illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that people share on social media.
- My name is Sarah, and I run a trucking company. It's a family-owned business, and we think the personal touch makes a big difference to our customers. Not only do we guarantee on-time delivery, but my father and I personally answer the phones, not an automated system.

Practice: Create a 15 Second pitch of your company or yourself