How to Write the Perfect Elevator Pitch

Did you know that having a well-formed elevator pitch can help to launch your product or service? An elevator pitch is a 60-second verbal or written summary of your business objective. Here are 5 simple steps to write the perfect pitch.

Step 1: Determine Your Goal
What is the end goal of your pitch? Do you want to explain your product or service? Identify the problem that your audience has and how your idea offers a solution for it.

Step 2: Explain Your Situation
How does your product or service solve the problem that you identified in step one?

Step 3: Explain What Makes You Different
What sets you apart from your competition? What makes you unique? Make your pitch memorable by explaining what sets you apart. What is your "Unique Selling Point?"

Step 4: Close the Deal
Engage your audience by asking them an open-ended question that can’t be answered with a simple yes or no. Get them thinking about YOU!

Step 5: Polish & Practice
Once you’ve got the perfect elevator pitch, bring it all together and trim it down. Your pitch should be 60 seconds or less. Practice, Practice, Practice