

YOUR ELEVATOR PITCH

What is an Elevator Pitch?

In simple terms, an **elevator pitch** is your answer to the infamous question, “So, what do you do?” That one question has made some of the strongest people weak at the knees. But that doesn’t have to be you (or it doesn’t have to be you again).

Your elevator pitch should be a one-line description of who you are, what you do, why and/or for whom.

Use the template below to craft, and then practice, your own.

Hello. I am _____
(insert full name)

a/an/the _____
(circle the appropriate article + name your title or position)

at/of _____
(name your business, place of employment, or school)

where I _____
(briefly explain what you do in just a few words)

Now, adjust as necessary. Practice. Get ready to share.