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HELPING PEOPLE & NONPROFITS THRIVE!

Elevator Pitch Worksheet

Engage your listener in 60 seconds or less

To engage people about your organization, think of your basic introduction as something that can be accomplished in one elevator trip – 60 seconds or less. In that time, you need to:

- Introduce your involvement in your organization.
- Describe the organization itself and its work.
- Invite involvement.
- Do it in a way that will really grab the listener.

Please remember...

- Personalize it for yourself and for the person to whom you are speaking.
- You might not use all of these components; but **always** offer to follow-up.
- Avoid jargon and technical terms.
- You can adjust the order of all but the last point and blend them together.
- Make it flow in a way that is comfortable for you and has maximum impact.

Components of the elevator pitch; use space to develop your own:

1. **Your own story/experience** – introduce yourself, your position, how you became involved.

2. **Who's affected – put a face on the people affected** – use specific stories of real people whenever possible.

3. **Your organization's mission** – express your organization's mission and purpose in your own words and style.

4. **A compelling statistic or fact that connects the issue to the self-interest of your listener** – choose one that you can speak to with the most passion or you know will connect most strongly with your listener.

5. **Offer to follow-up with your listener** – would you like me to send you information about my organization?