

How to Write an Effective Elevator Pitch For Your Small Business

An effective elevator pitch clearly explains the unique way your business, product or service can solve a specific problem. Done well, it's quick and elegant and inspires your audience to follow-up.

Your elevator pitch needs:



The hook

Share a brief anecdote, relevant statistic, question or problem that needs solving that is relevant to whomever you're addressing.

Writing tip: It's easier to write an elevator pitch when you're clear about who you're addressing. Before you begin, zero-in on your target audience.



The problem

In a single, brief sentence, identify what problem your business solves. People are most likely to appreciate the value of a business when they know what it can do for them.

Writing tip: Edit with abandon. Most people don't read more than 45 words at once, so whittle down your sentence to fewer than 50 words.



The solution

State how your business solves a specific problem in a way that sets it apart from the competition.

Writing tip: Skip the industry jargon and avoid using any acronyms, particularly those that are industry specific. Your audience may become distracted trying to decipher the references.



The ask

Be specific about what you're seeking. For example, would you like to set up a meeting, connect over email or be connected to someone else?

Writing tip: Share an email address you check often, a phone number that reaches you directly and a website with up-to-date information that echoes what you've said in your pitch.



Rehearsal

Once you've written an elevator pitch, read it out loud, editing as you go. Practice delivering it to many people in different situations.

Writing tip: Go through each sentence, eliminating every unnecessary word.

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