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The "High 5" Elevator Pitch Worksheet

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The "High 5" Elevator Pitch

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Great elevator pitches are created to sell something in 30 seconds or less (the time it takes to go from the first floor to the top of the building in an elevator). Think broadly about how a great pitch can help you. Great pitches can be used to market or sell anything from yourself as an individual to your business or community. Great pitches are clear and compelling. They make memorable impressions of whatever you are pitching and create a foundation for building relationships, clients, sales and investments!

It's important to develop and practice an effective pitch so you are ready to use it under fire. This worksheet will help you create an amazing pitch by using the "High Five" method of developing a great elevator pitch. The High Five is:

1) What?
2) Who?
3) Wow!
4) Why ?
5) When?

Note: As you develop your pitch, use words and pictures to engage both your right- and left-brain functions while stimulating your creative juices!

Step One: What are you Pitching?

What are you pitching? Is it an idea, a business plan or a product? Maybe you are pitching yourself for a new job or promotion. You can even use a great pitch to promote the new project you want to implement in your company. Communities can use pitches attract new families and businesses.

Decide what you want to pitch and create some detail around it. Writing the details will provide clarity and help you develop a successful pitch!

Describe your idea (be as specific as you can-clarity will create more impact!) Again, draw pictures if it helps to stimulate your creative juices or remind you of what you want to pitch!

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Step Two: Who is Your Target Audience?

Who are you going to pitch? A potential client or investor? Maybe it is your boss or colleague. Effective pitches are created for specific audiences, so you should have more than one!

The Pitch I am creating is for:

Step Three: "Hook" Your Audience with a Wow Factor!

People are inundated with information. Catch the attention of your audience by colorfully describing the situation. Create a "Wow Factor" as a "Hook" and real the target audience into your pitch. *Hint: Use statistics, numbers and emotion to peak the interest of others!*

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Step Four: Why You? Paint a Vivid Picture and Rescue Your Audience

Describe the situation to your target audience in a way that vividly describes how the situation impacts THEM! You are more likely to keep their attention by personalizing your pitch. How can you emotionally tie them to whatever it is you are pitching?

Further, let your audience know how you can help them resolve the situation. Tell your audience HOW your business, idea, product or service BENEFITS THEM. Make it personal, memorable and real. Do this while building credibility.

*Let your audience know **Why** you are the best!* Give them proof…use testimonials and numbers to build your case!

Sharing awesome financial info and/or numbers will help sell you and your big idea!!

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Step Five: When? Revise and Rehearse with THE ASK!

Write your full pitch below. Say it out loud, roll it over in your mind, run it past a few people and get their feedback. Test it, revise it, perfect it and practice it. An effective pitch may be just the tool you need to land that big break!

Hint: Make sure you ASK for ACTION by firming up a when. When can you meet with them, ***When*** *can you call them, etc.*

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Examples of Effective Elevator Pitches:

Pretend you just stepped on the elevator with someone and have started a conversation with them. You now have 30 seconds to "pitch" them. The examples below will provide you with some ideas on how to create a successful and impactful pitch!

Business Example:

1) What? A business coach pitching their coaching services
2) Who? To a potential client
3) Wow! The coach demonstrates their effectiveness with proof by adding numbers:

"Research shows that business coaching increases profitability by 22%...AMAZING!"

4) Why? The coach begins paints a vivid picture of how coaching can benefit the potential client…with their services:

I am currently coaching a business owner, and his profits have increased each month over the course of our coaching relationship… even in this tough economic downturn!

He is spending time working on this business and is now planning for even bigger growth. He is also having a lot of fun! Coaching has really helped him achieve both his personal and business goals. I know the current economic climate is challenging, especially for business owners. I would really enjoy the opportunity to help you increase your profits too (while having some fun in the process of course!)

5) When? The coach goes for the ask and creates action!

When are you available for a complimentary coaching session?

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Professional Organization Example:

1) What? The Innovation Coaches Association (ICA)

2) Who? A potential member

3) Wow! ICA demonstrates proof of their membership benefits

We just conducted a recent survey of our membership, and 95% of our members indicated their coaching firms grew because of ICA!

4) Why? ICA paints a vivid picture of how they benefit their members in a way that makes the potential member want to join:

ICA provides its members with tools they can use to grow their businesses. One of the tools is a business essential. We help innovation coaches like yourself market themselves with our database that matches clients with coaches. We also will help you grow your business with our monthly eNewsletter. It contains information on how to land great clients while growing your practice!

5) When? Go for the ask…create immediate action! We would enjoy having you as a member. Here is an information packet. Do you have any additional questions? When can we set up a time to talk more?

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Additional Success Tips:

Break the Ice!

Find any excuse you can to break the ice and introduce yourself to potential clients, investors, partners, etc. Pay people compliments and ask them questions that create a positive interaction. For example: *"Your shoes are awesome! Where did you buy them?"*

This will start a conversation and set the stage for delivering your awesome pitch while selling yourself, your business, product and/or idea. Give them your business card and ask for theirs so you can follow-up with them and begin developing a trusting relationship with your target audiences! Get out there and put your pitch to work!

Let it Flow Naturally!

Practice so you know your pitch; however, do not sound rehearsed. Let it flow naturally. It may come out a bit different every time, and that is O.K. Keep making improvements and adjustments over time. Be natural and confident. Confident pitches are effective pitches!

Prepare for Great Q&A

What a great opportunity to hit a homerun! Answer questions confidently and concisely. Listen to the questions and take time to formulate powerful answers. Create a relationship with your target audience so they buy into your big idea!! Remember, you are working to develop a trusting relationship with your audience!

Consider these questions…

What are questions you may be asked?
How can you best answer them?
What are some key points you want to make after the dialogue has started?

Tools You Can Use:

Harvard Business School Elevator Pitch Builder located online at: http://www.alumni.hbs.edu/careers/pitch/

Buzzuka.com: Another web-based tool designed to help you create an impactful pitch!

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