



The “High 5” Elevator Pitch

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Great elevator pitches are created to sell your idea, business, product or service in 30 seconds or less (the time it takes to go from the first floor to the top of the building in an elevator). It's important to develop and practice an effective pitch so you are ready to use it under fire. When you step onto an elevator with Warren Buffett or Bill Gates, you want to be prepared! This worksheet will help you create an amazing pitch by using the **“High Five” method of What, Who, Wow, Why and 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? If you are not a business owner, maybe it is the company or organization for which you are working or a new program you have developed. 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!):

Step Two: **Who!** Who is Your Target Audience?

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

*Hint: Be clear about **Who!** you are. A confident pitch is a successful pitch!*

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 reel the target audience into your pitch. *Hint: Use statistics, numbers and emotion to peak the interest of others!*

Step Four: Why You? Paint a Vivid Picture for 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 your idea?

Step Five: Why You? Rescue Your Audience!

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. Share awesome financial info and/or numbers if you have them...it will help sell you and your big idea!!

Hint: Let them know Why you are the best!

Step Six: **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.*

Step Seven: Land Your Audience with 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?



Success Tip: 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!

Confidence and passion are contagious!! Hit a home run with your excitement and enthusiasm!!