



Elevator Pitch

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Defining the Objective

- Concisely describe what you do in 30 seconds (about 75 words).
- Get people to know what you sell, want what you sell and buy what you sell.

Sentence #1: Identify Yourself

- This sentence lays the foundation by telling people exactly who you are.

My name is ...	and I am a(n) ...
specializing in ...	

Sentence #2: Describe Your Specialty

- Identify the problem and describe how you provide the solution.

What you do ...

Sentence #3: Differentiate Yourself

- Why are you better? Establish credibility, build value & provide proof.

Why you're the best at what you do ...

Sentence #4: Call-To-Action

- Tell them what to do. Be specific. What do you want them to do? Say it!

What should I do now?

- Use this exercise as a precursor to crafting your Positioning Statement.