

SMART + SAVVY



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4 TIPS TO CREATE YOUR PERFECT ELEVATOR PITCH

The goal of a 60-second pitch is to start a conversation that begins with piquing the interest of your potential customer*, client*, or investor*.

Outline your own *pitch-perfect* pitch that will help you stand out.

1 BEGIN WITH A POWERFUL HOOK

Use a question or startling statistic to set the stage to immediately capture your listener's attention while highlighting the problem your business solves. *What is your hook?*

3 SHARE YOUR IT-FACTOR

While there are many businesses that might do what you do, what will set you apart is how or why you do it! *Why would someone choose you over your competitors? Use real facts, figures, or social proof.*

2 PLAY THE HERO

Business is about meeting a need and solving a problem. *What problem does your business solve and can you explain this simply, clearly and concisely?*

4 INVITE ENGAGEMENT

Close off by asking a question to get your prospect thinking about what you can do for them. *How are they currently trying to tackle the problem on their own? How can you help?*

TIME'S UP! *Get pitch-perfect with practice. You want a pitch that sounds enthusiastic and organic, so hone your speech so you can say it confidently and you'll be ready to shine when the clock's ticking!*

If you don't know who to pitch, check out our *Speaking* page for Workshops and Webinars.



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