

How to Write an Elevator Pitch

7 Steps for Writing a Powerful Elevator Pitch

By [Alyssa Gregory](#), About.com Guide

An elevator pitch or elevator speech is a short overview of your business, products or services, and is typically used in business settings such as [face-to-face networking](#)¹. An elevator pitch can be one of the simplest yet most powerful tools for a small business owner.

An elevator pitch is meant to be short, and as the name implies, delivered in the time it takes to complete your average elevator ride. The length can vary, but you typically want to be able to present your elevator pitch comfortably without rushing in under two minutes, ideally in under one minute. Your goal length should be 150-250 words.

Here is a step-by-step process for creating an effective and powerful elevator pitch.

Step 1: Define who you are. Write one sentence about who you are.

Example:

"I am a small business owner who consults other small business owners."

Step 2: Describe what you do. Use your [mission statement](#)² and product/service listing as a guide, and write 1-2 sentences about what you do every day in your business.

Example:

"I consult time-challenged business owners on how to build teams, delegate effectively and ultimately become more productive and profitable."

Step 3: Identify your ideal clients/customers. Use your target audience description as a guide, and write 1-2 sentences about who your ideal clients or customers are.

Example:

"My ideal clients are busy and driven small business owners who struggle to accomplish everything they want to accomplish. My clients understand the value of a team and are ready to learn how to delegate, but find it challenging to let go of their quest for perfection, find quality team members and commit to creating a team that can thrive, even without them being hands-on."

Step 4: Explain what's unique and different about you and your business. Use your [unique selling proposition \(USP\)](#)³ as a guide, and write 1-2 sentences about what sets you apart from every other business owner who does what you do.

Example:

"I'm in a unique position to help my clients because I've faced the same struggle of not having enough time and feeling held back from true success. I have figured out a formula that can help just about any entrepreneur build a team and delegate effectively, giving them the time they need to grow their businesses, explore new endeavors and take time off, knowing their businesses will continue to prosper in their absence."

Step 5: State what you want to happen next. Write 1-2 sentences that identifies what you want your audience to do next.

Example:

"I'd love to schedule a time to talk more about some of your delegation and team challenges, and explore how we may be able to work together."

Step 6: Create an attention-getting hook. Write 1-2 sentences that pulls in your audience and gets them engaged in what you're about to say.

Example:

"Have you ever felt held back by lack of time and wished you could clone yourself so you could get everything done, when you want to get it done, the way you want it done?"

Step 7: Put it all together. Combine the statements you drafted in the previous steps, putting Step 6 first. Then, add transitions and edit it until it flows conversationally and captures the most important information.

Example:

"Have you ever felt held back by lack of time and wished you could clone yourself so you could get everything done, when you want to get it done, the way you want it done?"

"Well, I work with busy and driven small business owners who struggle to accomplish everything they want to accomplish. The clients I work with

generally understand the value of a team and are ready to learn how to delegate, but find it challenging to let go of their quest for perfection, find quality team members and commit to creating a team that can thrive, even without them being hands-on.

"I consult these time-challenged business owners on how to build teams, delegate effectively and ultimately become more productive and profitable. I'm in a unique position to help my clients because I've faced the same struggle of not having enough time and feeling held back from true success. I have figured out a formula that can help just about any entrepreneur build a team and delegate effectively, giving them the time they need to grow their businesses, explore new endeavors and take time off, knowing their businesses will continue to prosper in their absence.

"I'd love to schedule a time to talk more about some of your delegation and team challenges, and explore how we may be able to work together."

An effective elevator pitch can help you introduce yourself and break the ice in networking situations. You can also use your elevator pitch to clarify your target audience and business goals for your own use, and become more confident and self-assured in business settings.

As you write your elevator pitch, follow these nine [elevator pitch tips](#)⁴ to make it a powerful tool for your small business.

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