



# MY 60 SECOND ELEVATOR PITCH

Invest at least 30 minutes developing your elevator pitch. You may have to edit this a few times to get it exactly right.

Read it aloud and time yourself to practice your delivery.

Once you are happy with it and your timing is spot-on, deliver this in front of a trusted colleague, and invite constructive feedback.

Consider the feedback and revise it where appropriate.

**Your name**

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**Company name**

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**Who do you help? Who are your customers and clients?**

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**How do you help them? What products and services do you provide for them?**

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**Who do you want to speak to? You can be specific here including names and company names.**

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**Your name**

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**Company name**

.....



# ELEVATOR PITCH: AN EXAMPLE TO GET YOU STARTED

A fully developed elevator pitch is essential for you to be successful at any networking event. To get started, review the example below, then create your own unique elevator pitch for yourself on the reverse side of this sheet.

**Your name**

Hello my name is Craig Wilkinson

**Company name**

From Elite Business Academy

**Who do you help? Who are your customers and clients?**

We help owners of small to medium sized businesses to improve and grow their business.

**How do you help them? What products and services do you provide for them?**

We hold monthly business networking and masterclass coaching workshops to teach people how to grow a successful business in areas such as;

- \* Knowing the direction and having a clear plan of where the business is heading
- \* How to generate more profitable enquiries from their marketing
- \* How to stop working long hours
- \* How to get paid quicker and make more profit

**Who do you want to speak to? You can be specific here including names and company names.**

I want to speak to 'busy fool' business owners who are working long hours, not making big profits and have no clear plan or direction of where they are heading.

I would specifically like to speak to Richard Browne from Elite Accountants in Sheffield.

**Your name**

Craig Wilkinson

**Company name**

Elite Business Academy