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## CRAFT YOUR ELEVATOR PITCH

### worksheet: Your Elevator Pitch

An elevator pitch provides a concise summary of your service, business, or product idea that can be delivered in a very short time. Your elevator pitch must not only be short, it must be clear. Unless you're in a highly technical field, your neighbor or grandmother should be able to understand your business well enough to describe it to someone else. If you're in an easy-to-understand business, your elevator pitch theoretically could be very short. But you still want it long enough to distinguish you from your competitors.

Use this worksheet to develop the main components of your elevator pitch. Then edit your responses to less than 100 words. Remember to keep your pitch short: focus on what customers get, not on what you do, and make it easy to remember.

Company name: \_\_\_\_\_

Does: \_\_\_\_\_

Serves this market: \_\_\_\_\_

Makes money by: \_\_\_\_\_

Is like these other companies: \_\_\_\_\_

But is special because: \_\_\_\_\_

It will succeed because: \_\_\_\_\_

Aims to achieve: \_\_\_\_\_

Final elevator pitch:

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