

Top 10 Tips for Delivering an Elevator Pitch:

- 1. Always be ready** — You should always be ready to deliver your elevator pitch, wherever and whenever.
- 2. Be concise** — An elevator pitch is a clear, brief description of your company that may be delivered in the time it would take to ride up an elevator. Plan to be able to summarize your business in 60 seconds or 150-225 words.
- 3. Explain the need and your solution** — Discuss the large market pain or problem that you will solve as well as your novel solution.
- 4. Describe the reasons you are the right person to solve the problem** — Briefly explain how your experience and expertise make you the best person to address the need and deliver the solution.
- 5. Speak simply and genuinely** — Speak in plain English and avoid using technical terms. And while you should practice your pitch, make sure you deliver it enthusiastically so you don't sound rehearsed.
- 6. GRAB your listener's attention** — Make sure your elevator pitch is memorable by incorporating a tagline to pique interest or an analogy between you and a well-known company.
- 7. Ask qualifier questions and engage your listener** — Target the right person with the right message. Before you dive into your pitch, ask your listener a couple of questions. And remember that even while you are delivering your pitch, you are involved in a conversation so pause and adapt your pitch to the dialogue.
- 8. Tailor your pitch to your audience** — Modify your pitch to the interests and expertise of your listener. To investors, focus on your team and how you plan to make money. To customers, focus on the problem and how you will solve it. To potential partners focus on what you're building, why it's important, and why you're going to be a success.
- 9. Conclude with a call to action** — Always end your pitch by handing the listener a business card and making a listener-targeted request. To friends and acquaintances, you might ask if they know any potential customers, partners, or investors. To investors, you might ask for the opportunity to discuss your idea further in a follow-up meeting.
- 10. Tell a consistent story** — Make sure your partners, investors, and board members, can also give your company's elevator pitch fluently. You don't want anyone who represents your company to fumble, provide inaccurate information, or give contradictory company descriptions.