My W5 Elevator Pitch

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1. Identify your idea or goal.
2. Explain what you want the website to do.
3. Communicate your USP (Unique Selling Proposition).
4. Engage with a question.
5. Put it all together.
6. Practice!

My goal is to create a website for my friend who is thinking of starting his own business. I want the website to showcase his skills and what he can do. (And his contact information.) My unique selling point is that I would be doing it for free and that I’m his friend. My question would be, “What do you want your company to look like in the future?” And to pull it together I would pull it all together with, “A website is a key part of any business’s success.”