Kim Watson

Elevator Pitch:

Everyone wants clean windows. Finding the right people to do the job at the right price can be a daunting task, but it doesn’t have to be! Shouldn’t the process of getting your windows cleaned be inviting and simple? That is why I am creating a website for CTR windows, where you can find everything you need to know about their services. Whether you want to get to know the owners, learn about their window-washing methods, receive a free online quote, or schedule an appointment, it can be done directly from the CTR website. The process will be so streamlined that everyone will find it easy to have clean windows!

Feedback:

I received feedback to change some of my word choices for the elevator pitch, so I found better ones that conveyed my ideas better. I was also given feedback to include bios of the window washers/owners with pictures so that people can feel comfortable hiring them. Most of the feedback was good, and those who reviewed my pitch were very supportive.