

The Elevator Pitch

The purpose of an elevator pitch isn't to close the sale. The goal isn't even to give a short, accurate, Wikipedia-standard description of you or your project. And the idea of using vacuous, vague words to craft a bland mission statement is dumb. No, the purpose of an elevator pitch is to describe a situation or solution so compelling that the person you're with wants to hear more even after the elevator ride is over.

-Seth Godin, Marketing Guru and Best-Selling Author

How many times in your life have you answered the question, "So, what do you do?" It's such a boring question and yet we find ourselves asking and responding to this very question hundreds of times in our adult life. If you have struggled to find a compelling and authentic way to describe who you are and what you do in 60 seconds, then you are not alone. Again, preparation pays off and when you take the time to craft a message that reflects your awesome sauce, you will get people curious to learn more about you, once that proverbial elevator ride is over.

How do you typically describe what you do?

How do you feel about the way you typically respond? Does your answer usually inspire the listener to ask more questions? Do you feel confident when you answer? Is there room for improvement?

Take a moment and look back at the answers you wrote about your spark at work. What do you truly LOVE about what you do? WHY do you love what you do? See if you can rewrite your pitch to reflect your spark.

Your revised pitch:

The purpose of this exercise is for you to own your gifts and share them readily with the world. When you speak about your work for the first time, you are planting seeds of inspiration that can blossom into long and meaningful relationships. When your message is clear, concise, engaging and authentic, your audience captures your message effortlessly. If you make someone work too hard, they will inevitably tune you out.

Once you have fine-tuned your revised pitch, go ahead and put it on some power post-its. You will need to remember how you wish to pitch yourself at a moment's notice. Retrain your mind by placing your new pitch on post-its and read them for at least two weeks. Then get out there and start pitching. The world awaits all you have to offer!