

POSTGRADUATE ENGLISH

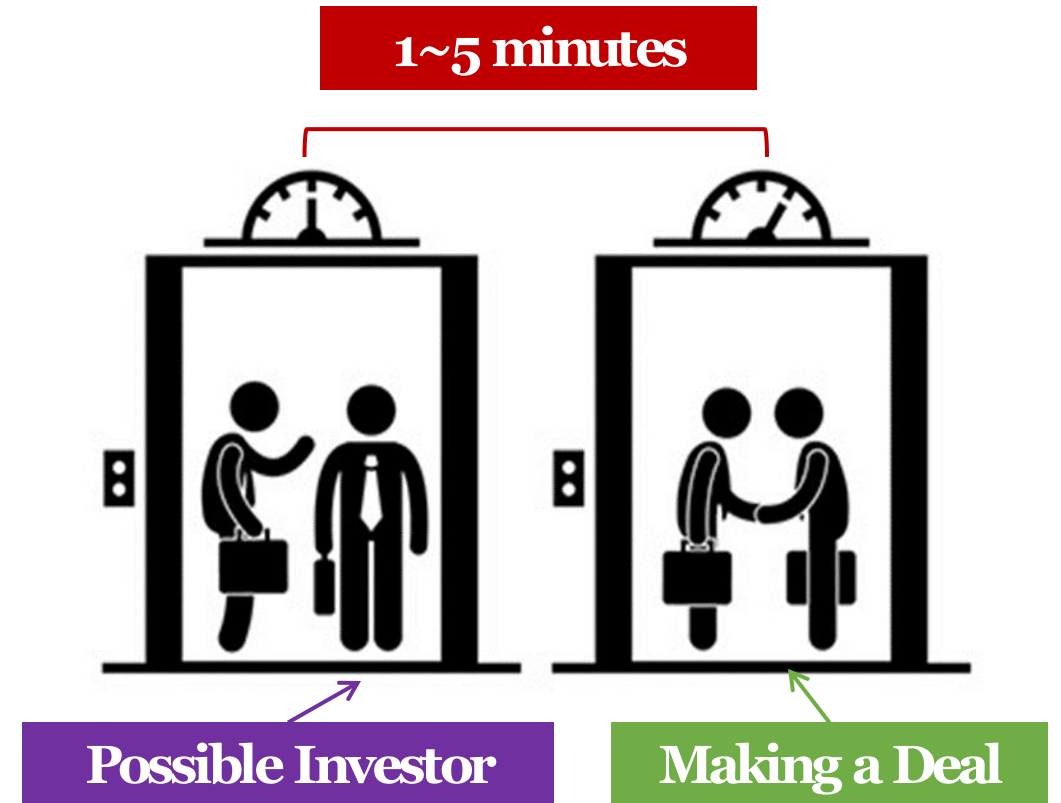
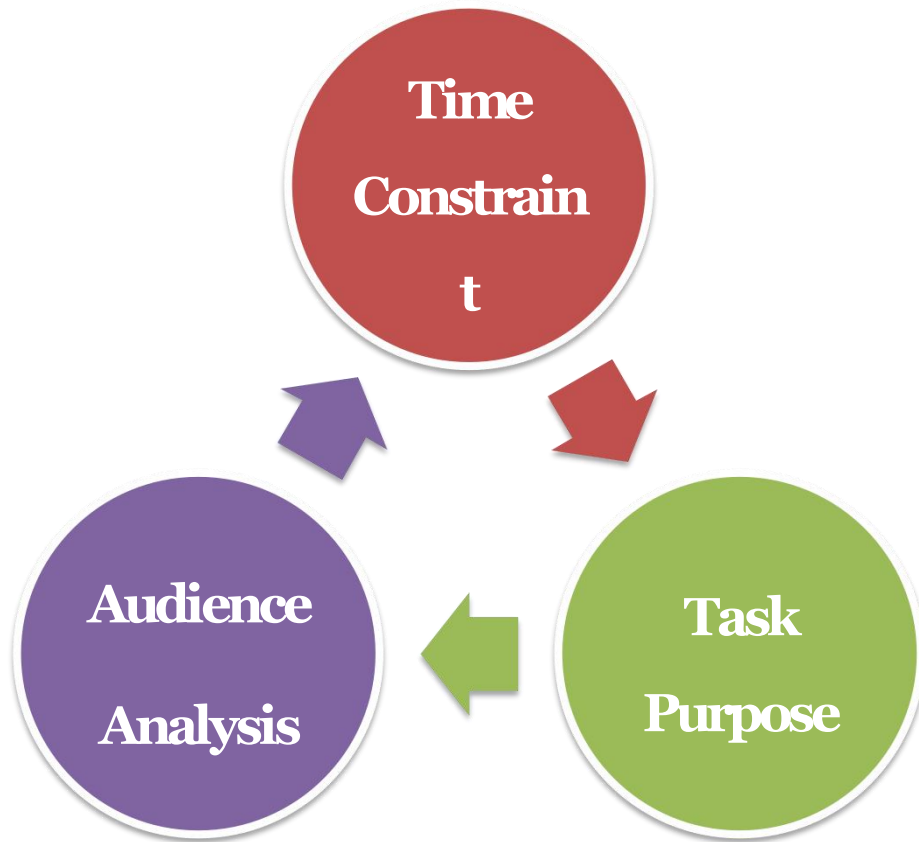
Unit 3–Part II

Elevator Pitch
Pyramid Structure
in Effective Message Delivery

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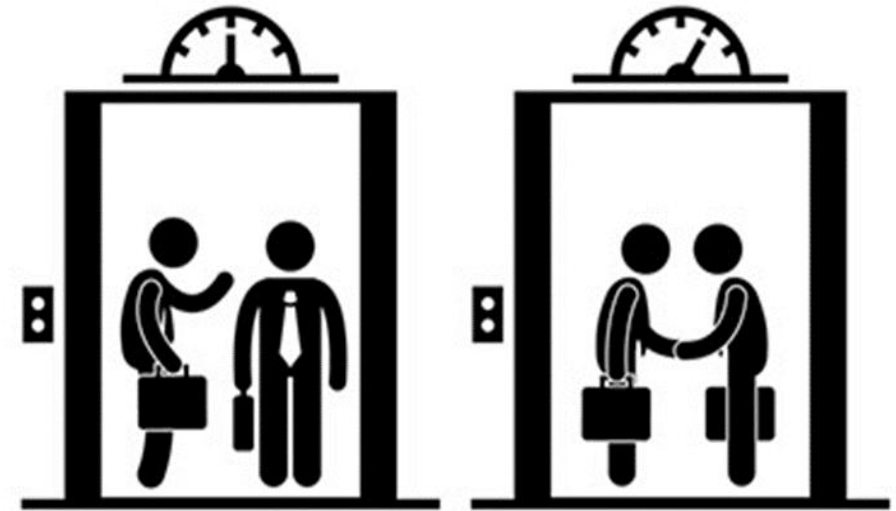
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Exploring New Elements of Persuasive Speech

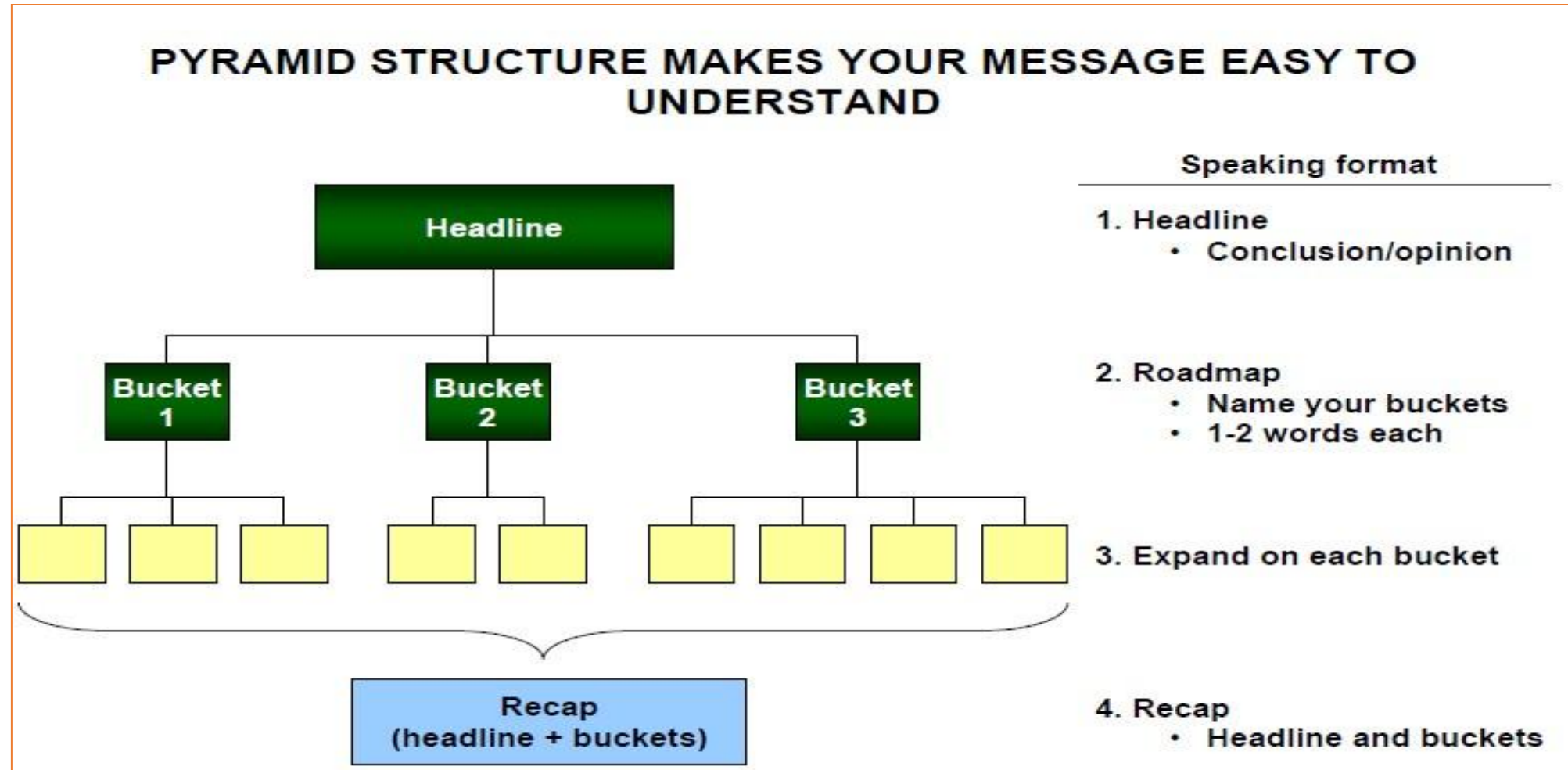


The First Question: What is Elevator Pitch?

- a short description of a product or business idea, especially one given to a possible investor
- Basically, it is a highly pressing, persuasive sales presentation.
- It is one type of persuasive speech



The Second Question: Effective Message Delivery



Source: The Boston Consulting Group, 2006