

Creating an Elevator Pitch

Imagine you're in an elevator. The door closes and standing next to you is a person who can change your life. There is only a short time to make a point before the door opens.

An elevator pitch is a very short speech aimed at explaining something or persuading someone.

- Land a job – an internship or long-term employment,
- Secure funding – money for a project or business startup,
- Recruit people – to join a group or company,
- Promote research – a dissertation or other project.

Elements

1. Introduction
 - A hook that grabs the listener's attention,
 - A fact that makes the listener think "Wow!",
 - OR a question that leads creatively into your message
2. Message
 - Make it clear and uncluttered.
 - Tell the listener how they will benefit.
 - Frame it as a story that the listener will remember.
3. Closing
 - Ask for follow-up - an interview or phone call.
 - OR provide a clear take-away or a call to action.

Practice

... and ask a peer or expert to give you feedback

- Voice - loud and clear, no mumbling, not too fast. Speak with confidence, not arrogance.
- Body language - don't overlook gestures and posture. Make eye contact with listeners.
- Be passionate about your subject and be personable: warm, but not too friendly.
- Make it sound natural – not like it's being recited or read from a script.

Record yourself making the pitch to another person.

Use the One Button Studio (video) or the sound recording booth.

Be "professional" – consider your clothing and level of discourse, for starters. If you're talking to an older person, maybe use formal language more than slang.

Avoid clichés and catchphrases – use your own words.