

# MASTERING YOUR ELEVATOR PITCH

There's a new expectation in our world when it comes to communicating. What you say needs to be concise because nobody has time anymore. That's why becoming efficient at expressing yourself in a short period of time is a valuable communications skill.

What is an elevator pitch?

It's a clear but memorable description of an **idea or concept**, explained in simple terms, in a short period of time... anywhere from 30 seconds to 2 minutes, ie; the time it would take for a ride in an elevator.

An elevator pitch can also be a way to explain a person's unique skillset to a decision maker, or a valued connection, in a memorable way, in a short period of time.

**Here are some reminders as you master your elevator pitch:**

- 1. Be memorable**
- 2. Be conversational**
- 3. Be relatable**
- 4. Be a storyteller:** The best elevator pitches are rooted in storytelling. When we tell a story and the listener connects with what we are saying, their brain releases the happy hormone called dopamine and a memory is created.
- 5. Put everything you say through the filter of: Who am I talking to and why should they care?**  
In other words: what's in it for them?

Remember: great elevator pitches are like the key that opens the door to further discussion. The goal is to get someone's attention, to pique their interest and advance to the next step in building a new relationship.

**No matter how you sound, I can make you sound better.**