



How to Create a Memorable Elevator Pitch

The sky's the limit when you know how to level up your 90-second spiel.

1 Ground Level:
Introduction

Context is key. Tell them who you are, how they might know you, and why they should open their ears.

2 Going Up:
Business Idea

You believe in your idea, so show that passion, and they'll believe in it, too.

3 Next Level: Path to Success

Passion is good, but you've also got to have a plan to back it up. Share your goals and how you'll achieve them.

4 Up, Up, and Away: My Why

Why should they care? They might be wondering, too. Let them know why you're doing this, and what's in it for them.

5 Final Destination:
Wrap Up

Now you need to end as strongly as you began. Make sure to include next steps with an action they can take or a time you can follow up.

