

# **LISA HOFFMAN • COACH • CONSULTANT**

255-A DOWNEY ST • SAN FRANCISCO CA 94117

V. 415-759-0476 • F. 415-759-1942

*lisahoffman@sbcglobal.net*

***HELPING PEOPLE & NONPROFITS THRIVE!***

## **Elevator Pitch Worksheet**

***Engage your listener in 60 seconds or less***

**To engage people about your organization, think of your basic introduction as something that can be accomplished in one elevator trip – 60 seconds or less. In that time, you need to:**

- Introduce your involvement in your organization.
- Describe the organization itself and its work.
- Invite involvement.
- Do it in a way that will really grab the listener.

**Please remember...**

- Personalize it for yourself and for the person to whom you are speaking.
- You might not use all of these components; but **always** offer to follow-up.
- Avoid jargon and technical terms.
- You can adjust the order of all but the last point and blend them together.
- Make it flow in a way that is comfortable for you and has maximum impact.

**Components of the elevator pitch; use space to develop your own:**

1. **Your own story/experience** – introduce yourself, your position, how you became involved.
  
2. **Who's affected – put a face on the people affected** – use specific stories of real people whenever possible.
  
3. **Your organization's mission** – express your organization's mission and purpose in your own words and style.
  
4. **A compelling statistic or fact that connects the issue to the self-interest of your listener** – choose one that you can speak to with the most passion or you know will connect most strongly with your listener.
  
5. **Offer to follow-up with your listener** – would you like me to send you information about my organization?