



Define the Objective

- Concisely describe what you do in 30 seconds or less (up to 90 words).
- Get people to know, want and buy what you sell.

Statement #1: Identify Yourself

- This statement lays the foundation by telling people exactly who you are:

My name is _____ and I am a(n) _____ specializing in _____.

Statement #2: Define the Pain Point & Solution

- Identify the pain point your ideal customer has and describe your solution:

I assist (insert customer type) _____ who are experiencing (insert pain point) _____ to (insert solution) _____.

Statement #3: Differentiate Yourself

- Explain why you, set yourself apart.
- Establish credibility, build value & provide social proof (# of years in business or testimonials):

For (duration), (insert customer type) have trusted (insert you or your company) to provide the best solutions in (insert industry).

With (name product or service), you can (spending less/make more) (time/money) (action).

Statement #4: Call to Action

- Tell them what to do. Be specific:

Setup a call so I can learn more about your situation and how I can assist you.



Elevator Pitch Example

My name is Marsha Guerrier and I am a Business Coach supporting new and emerging entrepreneurs. I assist SoloCEO women who are finding it difficult to continue working alone without a support team and cannot afford to hire a full time staff to find their suitespot with me and my team of C-Suite coaches. For over 5 years entrepreneurs both new and experienced have trusted me and my team to provide the best solutions in business consulting.

With the HerSuiteSpot programs, you can get a customized coaching package so you can get support in the areas that are of most concern to your business so that you can spend more time doing the thing that you love to do best. Setup a call so I can learn more about your situation and how I and my team of C-Suite coaches can assist you.

Write Your Pitch