

THE MOIRAE GROUP

Elevator Pitch

Your Elevator Pitch is your 20 second sales pitch. You can create one for you, your business, or a specific product.

Steps to creating your Pitch:

1. Identify your Goal
2. Explain what you do
3. Communicate why you or your offering is Unique
4. Engage your Audience, add a question
5. Put it together & refine it
6. Practice, Practice, Practice.

Bonus: If you need multiple pitches for multiple options, make small modifications.

1. What is the goal of your Pitch?

1. Are you looking to take on a new client? Yes / No

2. Are you looking for a new Job? Yes / No

3. Are you trying to get a promotion? Yes / No

4. Are you trying to obtain key investors or stakeholder support? Yes / No

5. Are you looking to sell a product or line of products? Yes / No

6. Explain your goal:

2. Explain what you do, list out at least 10 items that describe what and how you're selling.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Review these and cross out those that don't support your goal.

If you're working on multiple goals, items that support an alternate goal will come into play when we get to the bonus activities.

If the statements above are not in complete sentences, you'll fix that in item 5.

If you need to add more, flip your page over, or get another sheet and keep rolling!




3. What makes you unique? Why would we hire you versus the competitor?

Take what you just wrote, reword it into a single enticing sentence. How can you intrigue your audience to encourage them to believe your statement and want to hire you. Try and make this a single sentence that sells you without the rest of your pitch.

4. How will you engage your audience, what questions can you ask?

If your unique statement wasn't enough to sell yourself or your product, what question can you ask to create wonder in your audience. *Wow, maybe I really do need this product... Maybe hiring her is what I need to get past this rut I'm in...*





5. Write out all your sentences in the boxes, cut them out. This is where you remove ones that are not relevant to your specific goal. Remember to put these aside for the bonus activity. Don't worry about order right now.

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6. Now it's time to Practice! Practice, Practice, and Practice some more... Take all your cards, rearrange them, re-read them, and rearrange them until it flows nicely. Combine sentences or modify to get the flow you want. When it's right, keep practicing until you can say it without hesitation and with confidence.

Write out your final pitch in it's entirety once you're happy with it:

BONUS: If you have multiple things to pitch, maybe multiple products, or you AND a product, take your sentences from above as a baseline. Add in a few key statements to modify to fit your alternate goal. This way you don't have to start from scratch, remember too many alterations, and simply your pitch across the board.

When you're done, record yourself, post it on your Instagram Story and tag @TheMoiraeG with the hashtags #spinyourfate #pitchyourself and #pickme

Each month in 2020, a winner will be selected for the best pitch. Prize options below:

- * Resume Reboot * Pitch Coaching Call * Interview Practice Call *
- * Planner & Goal Setting Call * Career Audit Call * One Page Business Plan Review *
- * One Workshop or Course Access * Team Review *

Can you simply your pitch even further, and keep it 5-8 seconds? “
Hi, I'm Andrea, your personal coach through the hurdles business and life throw at you, have you considered hiring a coach?”