

# ELEVATOR PITCH YOUR PROJECT

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## COLLABORATION

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### THIS TOOL WILL HELP YOU TO:

- ★ explain what you do and why
  - ★ make an impression and get your point across quickly
  - ★ win support for your project when given a brief window of opportunity.
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### HOW TO:

What would you do if you had a captive audience with your dream collaborator, client, mentor or hero? Your 'Elevator Pitch' is a short and snappy description of who you are, what you do and why you do it.

- 1** What you do and why?  
Write this in as many catchy ways possible:  
What's the essence of your project?  
Can you give concrete examples or personal stories?  
Is your project similar to something that is well known?  
Be vivid and visual with your words. Don't hold back. You'll edit this later.
- 2** What do you want your audience to do and why?  
Write down you 'call to action' by answering:  
What do you want the person you are pitching to to do?  
Why them and how can they help you project?
- 3** Record yourself. Highlight the phrases that grab you and evoke a response. What makes you or your idea different? Think about what makes your project or yourself interesting.  
What is your 'hook'? This is the phrase that strikes a chord with your listener. Be targeted. Aim it at a specific audience. This might involve having several different pitches for different potential audiences.
- 4** Compile your favourite phrases and edit as many unnecessary words as possible. Play around with it until it sounds just right. Your pitch should be from 30 to 60 seconds or about 150 – 225 words. So be concise!
- 5** Practice practice practice! Run it by your friends, family, colleagues and anyone who'll listen. Memorise your pitch and practice until it sounds natural and, ironically, unrehearsed. Show your passion. Be engaging. Present your message with enthusiasm and sincerity.



## BRING IT TO A MAKE CHANGE HAPPEN MEETING

### Report back

Have you pitched your Elevator Pitch to someone?

Organise a spot in a Make Change Happen meeting to share your learnings and receive feedback. Where, when and to whom did you pitch? Why did you want them to understand and support your project? How did you prepare your pitch? How did it go? How did you feel? What worked best? What could be improved?

### Practice run

Would you like some practice pitching to someone?

Organise a spot in a Make Change Happen meeting. Prepare your pitch using this tool. At the meeting find one or two people to role play your pitch with. You could pretend to be in an elevator, at a conference etc. You'll need to approach them, then once you've connected, seize the moment to pitch. Don't just read a speech to them, they'll ask questions and show reactions. Adapt and go with it.

**ELEVATOR PITCH YOUR PROJECT**

**MAKE AN IMPRESSION AND GET YOUR POINT ACROSS QUICKLY.**

## COMBINE THIS TOOL WITH:

Know Your Audience

Hone Your Key Messages

Prepare for Media Interviews

Give and Receive Feedback

## NOTES

*Adapted from: Kris Stone (<http://lifelearningtoday.com>).*