

# How to Create an Effective Elevator Pitch

Most entrepreneurs and startups understand how critical an ‘elevator’ pitch is to your business or networking. We all know that we’ll eventually be asked, “So, what do you do?” or “What business are you in?” or even tougher when you find yourself in an actual elevator with a potential investor and you literally have less than 30 second to grab their attention.

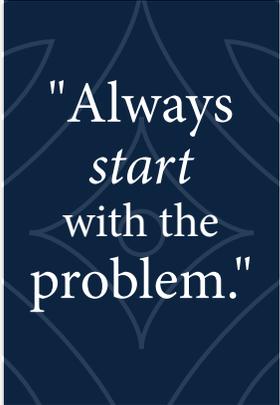
Here are the 3 vital elements of an effective elevator pitch:

## 1. Identify the problem.

Never start with what you do. “Oh, I’m a copywriter”, or “We have an app that creates personalized emojis”. Whoever is listening usually checks out, thinking that they have no need or interest in what you do.

If you get a response like, “That’s interesting” then you know you’re on the wrong track. On the other hand, if you identify the problem they will connect with you because you got their attention.

Now the conversation might go like this. “Lisa, what do you do?” and I would respond, “Many people have a website these days promoting their business, however, most people tell me they don’t know what to say on their website, they struggle to communicate a clear brand and message.”



*"Always  
start  
with the  
problem."*

## 2. Communicate the solution.

Now you have their attention and either they resonate with the problem, or they know someone who does. Once they feel the sting of the problem, or have internalized it for themselves, they are more curious and open to listening further.

The next sentence in your elevator pitch will position you as the guide who has the solution to their problem. “Well, I’m a copywriter and branding coach that helps people clarify their message and tell a great story...”

Be clear and specific regarding what you offer. This is the not the time to be vague, or too general.



*"Curious  
is  
good."*

## 3. Clarify the results.

The ‘so that...’ is the benefit, the result or the transformation the customer can expect from working with you or buying your product. This is the section where it’s better to be more aspirational than specific or detailed.

If I was to finish my pitch with... “so that you have better words on your website”. That’s nice but not compelling. However if I finish my pitch with, “so that you can attract more business.” then people are left seeing dollar signs and increased revenue, which will definitely grab their interest.



*"So  
that..."*

Now it's your turn. Break your pitch into 3 sections, create several phrases for each section and then mix and match until you get the perfect combination. Or tailor a few versions depending on who you may be speaking with.

### 1. Identify the problem

Many people...

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### 2. Communicate the solution

I (verb such as help, empower, create, inspire, support, coach, guide, teach.....) people

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### 3. Clarify the results

So that...

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### Example:

Many people or businesses struggle to create a clear brand message on their website explaining what they sell in a simple way. Well, I'm a copywriter and branding coach that helps businesses clarify their message and tell a great story...so that they can attract more business.

**Your turn:** create 3-4 versions of your one liner below mixing and matching the 3 elements you wrote above. Really focus on what struggle or pain point your customer thinks they have (not what you know they need) in order to create a message that resonates with them.

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