

Creating Your Elevator Pitch

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| Goal: | <i>What is your objective?</i> |
| About you: | <i>Who are you? What do you do?</i> |
| What you offer: | <i>What problem do you solve? Use vivid examples.</i> |
| The benefits: | <i>What unique solutions do you offer?</i> |
| How you do it: | <i>Give a concrete example or short story.</i> |
| Call to action: | <i>What response do you want?</i> |
| Your pitch: | <i>Putting it all together.</i> |