

Women's Council of Entrepreneur's CREATE YOUR ELEVATOR PITCH Worksheet

FILL IN THE QUESTIONS BELOW:

1) YOUR NAME _____

2) YOUR COMPANY NAME _____

3) YOUR TARGET MARKET WHO IS YOUR IDEAL CUSTOMER/CLIENT?

4) THE PROBLEM YOU SOLVE HOW DO YOU MAKE YOUR CLIENT'S LIFE EASIER?
YOUR SLOGAN MIGHT WORK HERE TOO.

5) EXPLAIN YOUR BUSINESS WHAT DO YOU DO? BE BRIEF, BUT MAKE SURE YOU
ARE CLEAR IN WHAT YOU DO.

6) WHERE IS YOUR MARKET? _____

7) WHAT SETS YOU APART FROM YOUR COMPETITORS

WHAT DOES YOUR BUSINESS PROVIDE THAT OTHERS DON'T? COULD BE AS SIMPLE
AS AMAZING CUSTOMER SERVICE!

WITH THESE QUESTIONS FILLED OUT YOU CAN COMPILE A GREAT
ELEVATOR PITCH FOR YOUR NEXT EVENT! USE THE NEXT PAGE TO
DO A FILL IN THE BLANK IF YOU'RE STRUGGLING TO PUT IT
ALTOGETHER!

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FILL IN THE BLANKS BELOW TO CREATE YOUR ELEVATOR PITCH:

HI, MY NAME IS _____ AND I OWN
YOUR NAME

YOUR COMPANY NAME WE ARE A _____
YOUR INDUSTRY

BUSINESS. OUR MAIN GOAL IS TO HELP

BY _____
YOUR TARGET MARKET THE PROBLEM YOU SOLVE

THE PROBLEM YOU SOLVE

A LITTLE MORE ABOUT MY BUSINESS _____
YOUR BUSINESS EXPLANATION
_____. I KNOW THERE ARE A LOT OF

YOUR INDUSTRY TO CHOOSE FROM, BUT WE ARE/OFFER

WHAT SETS YOUR COMPANY APART FROM COMPETITORS

THANK YOU! AND IF YOU HAVE ANY QUESTIONS ABOUT ME OR

YOUR COMPANY NAME DON'T HESITATE TO ASK! I LOVE TALKING
ANYTHING _____!
YOUR INDUSTRY

YOU CAN USE THIS EXACT PITCH OR MODIFY IT TO SUIT YOU AND YOUR BUSINESS. BUT, WE HOPE IT IS A GOOD PLACE TO START!