

Elevator Pitch Worksheet

Fill out the fields below and review with a mentor. Remember to customize for your audience.

Your pitch should be:

- Clear. Clarity comes with practice. As a bonus, the more you practice, the more confident you will be.
- Concise - keep it short.
- Compelling - tell a memorable story that identifies how your solution is the sustainable answer to the audience's problem.
- Credible - provide a case study, a testimonial, or your own expertise. Why should they trust you?
- Customized to your audience. Your pitch should change based on the person you are pitching to. The message should stay the same, centered on your value proposition.

Audience	
Value Prop (Problem & Solution)	
Competitive Advantage/ Proof	
Differentiator	
Call to Action	