

# Crafting your elevator pitch

Fill in these prompts to help you piece together your elevator pitch.

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- 1 State your goal.** State the goal of your elevator pitch here and what the person needs to know about your business.

- 2 List problems & solutions.** Write down three that your business can help solve.

- 3 Unique sales proposition (USP).** Define what you can bring to the table and what makes you stand out from the crowd here.

- 4 Define your engagement question.** Write down an open-ended question that will engage your audience and leave the door open for future conversation.

- 5 Put it together.** With the elements above, create your full elevator pitch below.