



CARY COMMUNICATIONS INSIGHTS

Creating an Elevator Pitch That Gets Results

By Karen Bluestein

Imagine stepping into an elevator with a decision-maker who could change the course of your career or business. You have about 30 seconds before the doors open—what do you say?

That's where an elevator pitch comes in. It's your opportunity to make a powerful first impression, communicate your value, and spark interest in a short, engaging statement.

Whether you're networking, pitching a business idea, or introducing yourself in an interview, a well-crafted elevator pitch can open doors. Here's how to build one that resonates.

ELEVATOR PITCH FORMULA

[Whom you help] + [How you help them] + [The result they get] + [Next step]

Example

*"I help [target audience] with [problem] by [solution], so they can [benefit].
Let's connect—I'd love to learn more about your work."*

1. Start with a Strong Hook

People have short attention spans. You need to **grab interest immediately**.

Instead of saying, "I'm a marketing manager with ten years of experience," try something more engaging:

- "I help companies increase their revenue by turning data into marketing strategies that convert."
- "I connect top talent with high-growth startups to create winning teams."

Your opening line should answer the question: **Why should someone listen to you?**

2. Clearly Define Your Value

Once you have their attention, highlight what makes you stand out. This isn't a job title or a list of services—it's the unique impact you create.

Ask yourself:

- What problems do I solve?
- What results do I deliver?

- What makes me different?

For example, instead of saying:

“I’m a financial consultant.”

Try:

“I help business owners maximize profits and reduce their taxes, so they keep more of what they earn.”

3. Keep It Concise and Conversational

An elevator pitch isn’t a sales script. It’s a natural conversation starter. Avoid jargon, keep sentences short, and focus on clarity.

Aim for two to three sentences that you can speak in 30 seconds or less. If it takes longer, refine it. The goal is to be memorable, not overwhelming.

4. End with a Call to Action

What do you want to happen next? The best pitches leave the door open for further conversation.

Examples:

- “I’d love to connect and learn more about your business. Would you be open to a quick call?”
- “If you know anyone who might need help with X, I’d appreciate an introduction.”

A strong closing makes it easy for the listener to engage with you.

Put It into Action

The best elevator pitch is the one you can deliver naturally. Test it out, refine it based on feedback, and practice until it feels effortless.

A great pitch doesn’t just introduce you—it creates opportunities. So, the next time you step into an elevator (or a networking event, Zoom call, or LinkedIn message), you’ll be ready.

Want help refining your personal brand and elevator pitch? [Let’s talk.](#)

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