

Elevator Pitch

Operational definition: An elevator pitch is a brief speech intended to convince a listener that a speaker has something that can benefit them. The pitch is short, concise, and interesting or intriguing. It is an essential tool to spark someone's interest and persuade them to ask for more information. These speeches usually last no more than sixty seconds, summarize the key points, and provide listeners with a concise, easy-to-remember message (Leal-Isida, González Barranco & Carrizales Guerra, 2023).

Structure Elements

Consider the following recommendations for an elevator pitch:

- **Personal pitch:** An elevator pitch used to summarize who you are, what you do, and why you would be the perfect candidate. It should be interesting, memorable, and concise. It must also explain what makes you the best candidate for a job or project.
 - Personal information (name, major, previous jobs, etc.)
 - Achievements or experiences relevant to the communicative context
 - Strengths and goals
 - Suggest further interaction. Provide a business card if possible.
- **Product or Project pitch:** Entrepreneurs and financiers use them to convince investors to back their ideas or products. Business owners use them to convince others to use their services or products. This pitch includes one or two sentences to describe the product and the company and one more sentence about how the product or service solves a problem. Sometimes, it could extend up to 3 minutes at the most.
 - Use a wake-up call related to the topic.
 - Say your name and what you do.
 - Briefly describe your business or project.
 - Refer to your aspirations and expectations for the conversation.
 - Suggest further interaction. Provide a business card if possible.

How Is This Done?

The Elevator Pitch Handout from Saint Mary's University (2019) includes some steps to help you create your elevator pitch:

1. Who are you? (i.e., education, years of experience, etc.)
 - a. What do you do? (i.e., job/volunteer history)
 - i. Dates, company name, title/role
 - ii. Accomplishments: situations, obstacles, actions, results
 - b. Clarify your job objective (it is essential to know the type of position you are seeking.)
 - c. Name your strengths and what you mean by them.
 - d. Indicate how you can employ your experience, knowledge, and skills in the role you are applying for (or want to work in).
2. Write down everything that is relevant to your target position. Then, take a red pen and cross out anything that is not essential to your pitch.
3. Put it all together in the elevator pitch. Include:

- a. Who you are
 - b. Years of experience
 - c. Industries or companies/departments/organizations you have worked with
 - d. Area of expertise/strengths
 - e. Something unique about you
 - f. Your goals
4. Read your pitch out loud; then, tinkering with the words will help you sound more authentic.
 - a. Practice, practice, practice (then solicit feedback.)
 - i. Keep tweaking your pitch until it no longer sounds rehearsed.
 - ii. When you give your speech, look the person in the eye, smile, and deliver your message with confidence and optimism.
 5. Prepare a few variations of your speech. Sometimes, you will have only 15 seconds for a pitch (like a short elevator ride); other times, you may have a minute or two.
 - a. Use your computer's word count feature to create shorter and longer pitches; a good rule of thumb is that you can say about 150 words in one minute.
 - b. Know your audience. Know the person you are pitching to and what they want to hear. Always have a business card so they can follow up with you.

To Learn More

Leal-Isida, R., González Barranco, A., & Carrizales Guerra, Y. M. (2023). *Guías del Centro de Escritura.*

Orientaciones para desarrollar textos y discursos académicos y profesionales. Editorial Digital

Tecnológico de Monterrey. <https://altexto.mx/guias-del-centro-de-escritura-orientaciones-para-desarrollar-textos-y-discursos-academicos-y-profesionales-0xqez.html>

Saint Mary's University. (2019). *Elevator Pitch.* <https://www.smu.ca/webfiles/ElevatorPitchHandout.pdf>



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