

# LESSON 12

## ELEVATOR PITCH

Today's Objective:

Today's Date:

- ✓ Use concise language to convey your business pitch.

Bell Ringer:

Describe your business in 10 words or less.

Step 1:

### Vocabulary:

#### Anatomy of a Pitch:

- **Identify the problem.** What changes are happening or what changes need to happen?
- **Explain why now.** Why should I care and why now?
- **Show the promised land.** Paint a picture of what happens when your business is successful. Don't talk about your business products or services, yet!
- **Reveal that your business is the key.** Talk about the work you do and the products or services you offer.
- **Present the evidence.** Use testimonials or reviews to highlight and personalize your pitch.

**Step 2:**

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Your group will need to create a 1-minute elevator pitch that will highlight your product or service, drive interest, and explain why your business is an important business that meets the needs of its customers. Use the anatomy of a pitch as your guide. Complete the chart below individually.

<b>What is the problem?</b>	
<b>Why now?</b>	
<b>What is the promised land?</b>	
<b>Why is your business the key?</b>	
<b>What evidence do you have?</b>	

**Step 3:**

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Create your Elevator Pitch. Remember everyone does their own!

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