

YOUR BRAND

Elevator Pitch

The elevator pitch is a snappier mix of the brand story and statement. The name behind elevator pitch comes from the idea that if you are in an elevator with someone and they ask what you do, you need to be able to tell them everything they need to know before the elevator opens and you part ways.

I see the story and statement as an informative explanation whereas an elevator pitch is a marketing tool to sell your brand. In that short time, you want to convince someone that you are the person to follow or to work with or BOTH! To nail your elevator pitch you need to be really picky and confident with the most important aspects of your brands.

BONUS ADVICE: Focus on what makes your brand UNIQUE!

DO this exercise NOW! No planning, just action.

Get your phone ready to take video of yourself. Now stand in front of a mirror and pretend the marketing manager of your dream collab has just stepped into your elevator and asked you who you are and what you do.

Now you have 30 seconds to just get your message across. Just speak from your heart and head right now, no script, no notes, just speak. Don't worry about stumbling or umms and ahhs, and it can be anywhere from 20 seconds to 1 minute long.

After you do that try it again, but this time say it in a different way. Maybe highlight something else or change your tone, add humour, just be different.

Do this about 5 times one after the other. Then watch them and take notes.

- What did you say that you liked? Or didn't like?
- What tone felt natural to you?
- Which parts got your point across best?

Then write a loose script and keep practising and modifying. The more you practice, the better chance of nailing the real thing.