

WHAT MAKES AN ELEVATOR PITCH VITAL TO SUCCESS?



It doesn't make them yawn.

Don't overestimate the amount of interest they will have in you or your product. Your elevator pitch acts as a buffer, giving you the in and shows the value of you or your idea in the smallest timeframe possible.



It organizes your thoughts.

If you've ever been asked to describe something to someone without preparation, you'll more than often find that you ramble on adding ideas here and there, or referring back to previous points. 30 seconds isn't a long time, so making sure you include the points that'll sweep someone off their feet is crucial.



It helps identify your market.

Considering an Elevator Pitch allows you to question the language you need to use when talking to those you want to impress, as well as what sort of arguments and ideas will impress them. After all, language is a social construct tailored to every form of group, and in order to join the group you've got to speak the lingo.



We're in the digital age!

With the growth of social media, the internet, and fast-paced information, it has become more and more difficult to make new professional relationships. By crafting an Elevator Pitch it allows you to have a prepared script for developing new relationships. After all, it's intention is to continue conversation after the 30-second timeframe, and to allow networking.