

Messaging: Elevator Pitch

Square One Program
Sept 23, 2014



Elevator Pitch

Tell your story in a way
that lets other people
connect you to
the resources you need.





Who?

- Supporters
- Resource Providers
- Funders
- Clients/customers
- Employees

What?

- Be clear
- Show passion
- Establish yourself as expert
- Find resources
- Ask for help

Where?

- Introductions
- Networking event
- Client opportunity
- Internal meeting
- Holiday party

Why?

- Solicit feedback
- Test the market
- Find help
- Be memorable
- Promote

How?

Introduction

- You
- Your idea
- Your background
- In context

Content

- Problem
- Solution
- Differentiator
- Story

Ask

- Where you are
- What's next
- Need
- Call to action

What's your ask?

. . . When?

Tips

- Authenticity connects best
- People can remember 3 things
- Make it modular
- Have an ask
- Practice, practice, practice



Questions?

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