Easy stages guide to writing an Elevator Pitch

What is an Elevator Pitch?

An “elevator pitch” is a brief statement about who you are, what our organisation is, and why it is special. The idea is this: If you were in an elevator (lift) with a stranger and you had only 30 seconds (60 words) to make a memorable impression, what is it that you could say to make an impact?

What is unique about what you do?

The whole idea behind a great elevator (lift) pitch is to intrigue someone. It’s an ice-breaker and a marketing pitch — all rolled into one.

Your elevator pitch must have a hook. "I'm an active member of Soroptimist International who through Awareness, Advocacy and Action make life better for women and children around the world” doesn’t quite do it, so what would?

Perhaps it is:

“I am a member of Soroptimist International. We are a group of women who improve the lives of women and girls across the world”

Whatever it is will be personal to you, and how you speak and why you are a member of Soroptimist International.

Make it passionate!

A superior elevator pitch increases your heart rate. It speaks to who you really are and what excites you about the organisation. It has integrity. What is it about the organisation that really motivates you
Keep it simple!

A good elevator pitch doesn't try and be all things to all people. Rather, it conveys a clear idea in a short amount of time. It might be a few sentences, but no more than a paragraph or so. Keep it under 30 seconds or 60 words.

You never know what will come from having a great, natural, elevator pitch, but you can bet that you've just increased your chances that it will be good.

The exercise is to:
1. Write down your pitch
2. Say it yourself
3. Re-write it
4. Repeat steps 1 and 2 till you are happy with your pitch
5. Write down your final elevator (lift) pitch

Try this out with your Club!