

# Elevator Pitch Template

Keep it around 30-45 seconds so that there's room for 2-way dialogue - remember that it's less about all the things you want to say and more about how your audience hears and responds to your message. Your goal is to lead into a follow-up conversation.

## 4-STEP ELEVATOR PITCH

### 1. Who you are and your hook:

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### 2. Your value proposition that ties together customer + problem + solution:

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### 3. Where you're at with progress or traction to date:

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### 4. Your ask (feedback, advice, connections):

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