Crafting a Clever & Creative Elevator Pitch

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Who are you? Who, Who, Who, Who

*Dreaded question: "So, what do you do?"

*Typical response: "I am a ____________.

*Common mistake: Most people lead with their title.
Ice Breaker Exercise

Find someone you do not know well.
Deliver your Elevator Pitch to each other.
The catch? Do not use your job title!
Cleverly Crafted Elevator Pitch

* Expression of who you are, what makes you stand out, and why people (and organizations) want to work with you.

* Grabs people's attention.
You don't really have 30 seconds to deliver an elevator pitch.

You've got about 5 seconds!

Good pitch communicates only enough information to lead to an invitation to have a longer conversation.
Elevator Pitch Basics

* Get to the point.
* Have a conversation. Deliver a series of smaller pitches that are progressive.
* Learn something about person talking to.
Developing Your Pitch

* Write down accomplishments.
* Describe each one.
* Narrow down each one to a single statement.
* Identify a theme.
* Choose a highlight that best matches you.
* Deliver with confidence.
Verbal Ping Pong

- Deliver a series of smaller "pitches" that are progressive, engage the other person, and keep him/her in the conversation.

- Give the other person a chance to talk, reflect, and ask questions.
How, Now, Wow Method

- Developed by Brian Walter of National Speakers Association (NSA)
- Forces you to have a conversation instead of giving a canned, slogan/tagline filled sales pitch.
- Avoids coming across as synthetic or an infomercial.
How = Core/Home

* Core elevator pitch.
* Basic formula of what you do, who you do it for, and benefits or results provided or received.
* Articulate who you are, and what you provide.
* Use in formal situations or when unsure who speaking to.
Now = For Example

* Use this when person speaking to seems genuinely interested.

* Opportunity to provide examples of your work, benefits provide, and results achieved.

* Tailor to person you're speaking with if possible.
Wow = The X Factor

- Clever and creative.
- Extra factor that sets you apart.
- Cool, memorable, a little punchy.
- Brevity is key.
- Don't waste it!
Types of Wow Lines

∗ Describe what you do as a simile.
∗ Describe what you do as a movie trailer.
∗ Paint a picture of results.
∗ Make comparison to popular culture.
∗ Believe that it is cool to work with you.
∗ Exude passion.
Elevator Pitch Tips

* Don't speak the way you write.
* Play off the person you are talking to.
* Master key points.
* Change your pitch for those that know you.
* Turn your pitch into a question.
* Practice saying your pitch out loud & get feedback.
* Be willing to forgo your pitch entirely.
Practice Makes Perfect

- Find an elevator pitch buddy.
- Get feedback.
- Record yourself with audio and video.
- Practice at events and note response.
- Try not to use your job title!
- Give it time.
Thanks for your attention & participation.

Go practice your Elevator Pitch!
Stay in Touch!

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