

How to Develop an Effective Elevator Pitch

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For those of you who are new to networking, you may have heard people tell you to have an “elevator pitch” ready when you’re speaking with others. To help you with that, I’ve created the following worksheet. This should guide you through the steps of creating an elevator pitch that effectively communicates who you are, what you do, and the value you bring to others in a professional setting.

Elevator Pitch Development Worksheet

Step 1: Identify Your Goal

1. What is the primary purpose of your elevator pitch?

(Select one or more)

- Introduce yourself to potential employers
- Attract potential clients or customers
- Network with industry peers
- Communicate your value to potential collaborators or partners
- Other: _____

2. What do you want the listener to do after hearing your pitch?

Example: Schedule a follow-up meeting, ask for more information, make an introduction, etc.

Step 2: Define Who You Are

1. What is your name and your current role or title?

Example: “My name is [Your Name], and I’m a [Your Job Title] at [Your Company].”

2. How would you describe your professional identity in one sentence?

Example: “I’m a [profession/role] with a focus on [specialization or key expertise].”

Step 3: Highlight What You Do

1. What are your key responsibilities or the services you provide?

Example: “I help [type of clients/customers] by [specific action or service you provide].”

2. What is a recent accomplishment or project that showcases your skills?

Example: “Recently, I [describe the accomplishment], which resulted in [specific positive outcome].”

Step 4: Communicate Your Unique Value Proposition

1. What makes you or your services unique?

Example: “What sets me apart is my ability to [unique skill or trait], which allows me to [specific benefit or result].”

2. How do your clients, employers, or colleagues benefit from working with you?

Example: “Because of my [skill/experience], I help [clients/employers] achieve [specific result or goal].”

Step 5: Craft and Refine Your Elevator Pitch

1. Combine your answers into a 30-second pitch.

Use the structure:

- Introduction: Who you are and your role.
- Value: What you do and your unique value.
- Call to Action: What you want from the listener.

2. Write your pitch here:

“Hi, I’m [Your Name]. I’m a [Your Job Title] at [Your Company], where I specialize in [briefly describe your focus]. I recently [describe accomplishment], which resulted in [outcome]. What sets me apart is my [unique skill/experience], enabling me to [specific benefit]. I’d love to connect further and discuss how we might [collaborate/work together].”

Step 6: Practice Your Elevator Pitch

- 1. Say your pitch out loud multiple times. How does it sound?**
 - 2. Time yourself. Does it fit within 30 seconds?**
 - 3. Refine any areas that sound awkward or unclear.**
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Final Thoughts

Once you've crafted and practiced your elevator pitch, try testing it with some friends and coworkers – ask for feedback. Does it sound like you? Does it feel natural? Note that if you're uncomfortable speaking to others, it may feel unnatural to you, but come across well to others – hence the need for feedback from people who know you.

Once you have it dialed in, attend a few networking events – such as an [OCEAN Networking Mixer](#) – and test it out in a live setting. Remember that this should be an evolving process as your needs and capabilities change over time.