

6 TIPS FOR GIVING A GREAT ELEVATOR PITCH

An elevator pitch is a mixture of an explanation and a sales pitch. It's intended to get people excited about your organization, your new product, or even you personally (in an interview situation). Here's how to give a good one:

1. Think short – no shorter than 30 seconds and no longer than 3 minutes. Time it.
2. If your topic is complex, use the [“anchor & twist” format](#) to orient your audience.
3. Don't wing it, script it. Once you've figured out how to explain something well, there is NO value in novelty. Tell it the same (effective) way every time.
4. 'Why' comes before 'What.' People will understand better *what* you're doing if they first know *why* you're doing it. Here's an example: “Most people invest some of their savings and give some of it away to charity. Wouldn't it be nice if you could do both at once—get interest AND impact? That's why we invented [the Calvert Community Investment Notes](#).”
5. Mandatory: Include a story. For a product pitch, tell a customer's story. For a nonprofit pitch, talk about the people you help. For self-promotion, highlight a time when you nailed it.
6. Check out other pitches for inspiration. [Dropbox's pitch](#) is a masterpiece. Here an elevator pitch we worked on for a great book by [Peter Singer, The Life You Can Save](#). And here's [a great article about elevator pitches](#), starring Dave Yewman and Andy Craig, the masters of the craft.