# **Crafting an Elevator Pitch**

***Key Points***

An elevator pitch is a brief, persuasive speech that you can use to spark interest in what your organization does. You can also use one to create interest in a project, idea, or product.

It needs to be succinct, while conveying important information.

To craft a great pitch, follow these steps.

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| 1)Identify your goal. | 4)Engage with a question. |
| 2)Explain what you do. | 5)Put it all together. |
| 3)Communicate your USP (Unique Selling Proposition). | 6)Practice. |

Try to keep a business card or other take-away item with you, which helps the other person remember you and your message. And cut out any information that doesn't

Obs.:

Your USP is the unique thing that you can offer that your competitors can't. It's your "Competitive Edge." It's the reason why customers buy from you, and you alone.

