



Cherie Blair  
**FOUNDATION  
FOR WOMEN**

# Creating Your Perfect Elevator Pitch

## Introduction

As an entrepreneur, opportunities can arise in an instant. Because these fleeting opportunities are so important to seize, it's incredibly helpful to have a captivating elevator pitch that is concise, persuasive, conveys your business, and the passion that you have for it. Whether you're seeking investors, partners, or customers, a well-crafted elevator pitch can open doors and make a lasting impression. In this article, we'll explore the steps to create a perfect elevator pitch that communicates your importance and passion in 30 seconds.

## Know Your Audience

Understanding your target audience is the key to a good elevator pitch. Consider the needs, interests and pain points of the people you'll be pitching to. Are you speaking to potential investors, partners, or customers? Although you can have the same core for your pitch, being able to tweak it slightly depending on your audience will help you reach your desired outcome.

## Start with a Hook

Start your pitch with something that will grab the attention of your chosen audience. This could be a surprising statistic, a thought-provoking question, or a powerful anecdote related to your business. The goal is to grab your audience's attention and curiosity within the first few seconds.

## Define the Problem

What solution do you offer or what common problem does your business solve? Are you the only business in your area that provides a certain necessity? Do you offer a service that makes the lives of your clients easier? By highlighting a common problem, and then offering the solution through your business, you emphasise the value of your business. Be concise and use a relatable example to make your audience connect with the problem emotionally.

### **Offer Your Solution**

Once you've established the problem, introduce your business as the solution. Quickly highlight how your product or service addresses the issues you've outlined. Focus on the unique feature or benefit that sets your business apart from any of your competitors.

### **Highlight Your Standout Point**

Highlight what makes your business special. What makes you uniquely qualified to solve this problem? What does your business offer that competitors don't? Make a key or relevant achievement known, and remember to keep it to the point.

### **Provide Evidence**

Build in a statistic that supports your business to quickly provide tangible proof of what you're communicating. Demonstrating that others have benefitted from your product or service can build trust and credibility. It's especially important for women entrepreneurs to establish trust with potential stakeholders, due to the gender stereotypes that they're more likely to face..

### **Call to Action**

End your pitch with a strong call to action. Clearly state what you want from your audience, whether it's investment, partnership, or a sale. Make it easy for them to take the next step by providing contact information or suggesting a follow-up meeting.

### **Practice, Refine and Adapt**

Practice your elevator pitch until it flows naturally and confidently. Consider delivering it to a trusted friend or your mentor for feedback. Be prepared to adapt your pitch based on the feedback you receive and the context of the situation. Remember that a successful pitch may need to be adjusted for different audiences and situations.



## Conclusion

Creating the perfect elevator pitch is a helpful skill for women entrepreneurs to help you seize opportunities, secure funding, and build valuable partnerships. By understanding your audience, focusing on the problem and solution, showcasing your unique value, and practicing your pitch, you can create a concise and compelling elevator pitch that sets you on the path to entrepreneurial success. Your voice and ideas matter, and an elevator pitch that is quick and impactful is your chance to make a lasting impression in less than a minute.