



DISTRICT 66

Elevator Pitch Tip Sheet

Updated 1-1-25 by Kristine Vey, DTM, PRM

An elevator pitch is an exceptionally brief, unassuming summary that is meant to be delivered in the time it takes to ride an elevator, or less than one minute. I like to think of it as a movie trailer for yourself. The goal of a movie trailer is to build your excitement to see the movie. The goal of your elevator pitch is to pique the other person's interest to learn more about you.

Real world example elevator pitch (thank you Damon Slator of Voices of Change):

Hi, welcome to Voices of Change! We are thrilled to have you visit our club today. We are a professional development club that helps our members advance their public speaking and leadership skills. We are passionate about providing a positive, safe, and secure environment that allows members to have the confidence to prepare and complete projects without judgement or ridicule. We currently meet every Friday at 12:00 PM EST via Zoom. We also have a hybrid meeting on the second Friday of each month which allows members to meet in person or via Zoom. We would love to have you as a club member. Please, tell us more about yourself and feel free to ask any questions you may have.

AI Generated elevator pitch:

"Do you want to build your confidence in public speaking, refine your communication skills, and network with like-minded individuals? Toastmasters provides a supportive environment to practice your speaking abilities in a safe space, with constructive feedback to help you reach your full potential.

Whether you're looking to ace presentations at work, deliver impactful speeches, or simply feel more comfortable speaking up, Toastmasters can help you get there. Why not join us for a meeting and see how we can empower you to become a better communicator?"

Key points to include:

- **Benefit-focused:**
Highlight the direct benefits of joining Toastmasters, like improved public speaking, confidence building, and networking opportunities.
- **Accessible and welcoming:**
Emphasize the supportive and non-judgmental environment where everyone is encouraged to participate at their own pace.

- **Call to action:**
Clearly invite the prospect to attend a meeting to experience Toastmasters firsthand.

Adapt to the situation:

- **For professional settings:**
Mention how Toastmasters can enhance your leadership skills and career development.
- **For social settings:**
Highlight the community aspect and potential to make new friends with shared interests.
- **For specific concerns:**
Address any anxieties about public speaking by emphasizing the supportive feedback structure.