



# Elevator Pitch

## Selling The Story Of You - Part 1

### Framework:

This is the answer you give when someone asks "So, what do you do?"

*An Elevator Pitch should be roughly 30 seconds long.*

It needs to be memorized and said the same every time you say it.

### Example:

My name is Sarah Mae Dickinson and I'm a Sales Coach for entrepreneurs and freelancers looking to further their career or business regardless of their industry. I have spent the last 15 years in sales of all kinds and I bring that experience to my clients looking to learn new skills that can be used immediately.

I focus on teaching them how to create and implement more effective processes to increase and automate overall sales and productivity for their business while simultaneously creating more freedom in their life.

### Breakdown:

**Sentence 1:** *Who you are and what you do in broad strokes for target market.*

**Sentence 2:** *Your experience or education to back up sentence 1.*

**Sentence 3:** *Get specific on what you do and express your passion that sets you apart.*

### Write Your Own:

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