**Worksheet: Developing an “Elevator” Pitch**

**Video**: *How to Create an Elevator Pitch by Michael Hyatt,* YouTube, Time: 6:15

**Benefits of an elevator pitch:**

* Forces you to achieve clarity yourself to sell the idea
* Helps you understand your audience’s perspective, needs, questions, problems to be solved, etc.
* Enables you to engage or enroll strategic partners required to succeed.

**Use the four components discussed in the video required to help you develop a successful elevator pitch. You can target a specific audience if you so choose.**

1. State the “product”.
2. Describe the problem that you are trying to solve.
3. What is the proposed solution?
4. What are the benefits of the proposed solution?

**Using the information created above draft an elevator speech that can be delivered in 15 and no more than 30 seconds.**