First things first: what is an elevator pitch?

An elevator pitch, also known as an elevator speech, is an opportunity to share a quick summary of yourself and your idea or company offerings.
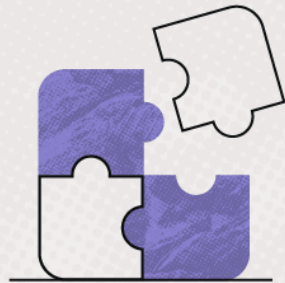
A pitch can also be your chance at making a real connection that you can use later down the road.

How long should an elevator pitch be?

A foolproof elevator pitch template

01 Introduce yourself

02 Present the problem

03 Present your solution

04 Share your value proposition

05 Add a call to action

Present the problem & Who Has It

All solutions start with a problem. Whatever you or your business is trying to solve, it's important to get the point across early on in your elevator pitch to set the theme for the rest of your speech.

If possible, relate the problem back to your audience by using real-world examples.

This will help make the problem more relevant and, hopefully, grab your audience's attention. If your problem isn't easy to explain, make it easy.

Offer the solution

If the problem is what draws the audience in, then the solution is what hooks them.

This is your time to show them why they need your help.

Here's an example solution: Asana gives teams a system to organize and manage work so they know what to do, why it matters, and how to get it done.

The solution is arguably the most important part of an elevator pitch, so spend time perfecting it.

If you're pitching for a business, it's likely the quick solution pitch has already been created. But again, it's always better to personalize your pitch.

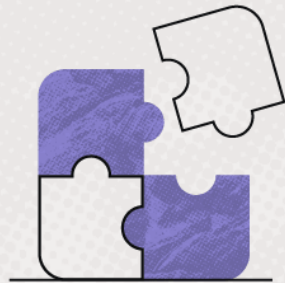**Explain your value proposition**

Now that you've piqued your audience's attention, it's time to seal the deal by explaining why your solution is better than anyone else's. An example value proposition is: Asana is the only platform that connects goals with the work needed to achieve them.

The value proposition **differs** from the solution by focusing on why your audience should use your solution over a competitor's.

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